



The REPORTER *of Direct Mail Advertising*

JANUARY 1950

THE ART OF GETTING ALONG

SOONER OR LATER, a man if he is wise, discovers that business life is a mixture of good days and bad, victory and defeat, give and take.

He learns that it doesn't pay to be a sensitive soul—that he should let some things go over his head like water off a duck's back.

He learns that he who loses his temper usually loses.

He learns that all men have burnt toast for breakfast now and then and that he shouldn't take the other fellow's grouch too seriously.

He learns that carrying a chip on his shoulder is the easiest way to get into a fight.

He learns that the quickest way to become unpopular is to carry tales and gossip about others.

He learns that it doesn't matter who gets the credit so long as the business shows a profit.

He learns that back passing always turns out to be a boomerang, and that it never pays.

He comes to realize, that the business could run along perfectly well without him.

He learns that it doesn't do any harm to smile and say, "Good morning," even if it is raining.

He learns that most of the other fellows are as ambitious as he is, that they have brains that are as good or better, and that hard work and not cleverness is the secret of success.

He learns to sympathize with the youngster coming into the business, because he remembers how bewildered he was when he first started out.

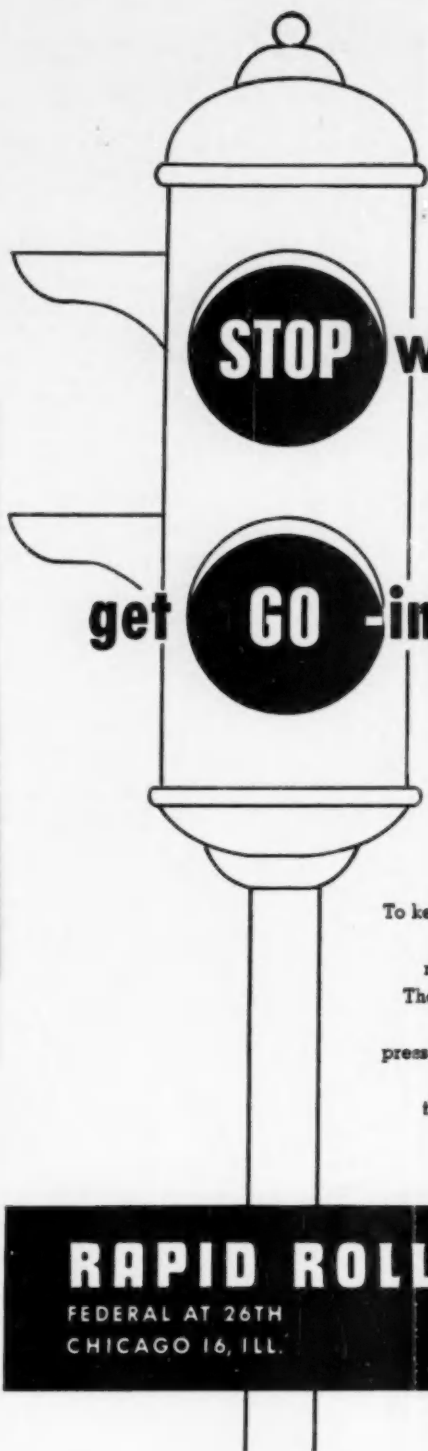
He learns not to worry when he loses an order because experience has shown that if he always gives his best, his average will break pretty well.

He learns that bosses are not monsters trying to get the last ounce of work out of him for the least amount of pay, but that they are usually fine men who have succeeded through hard work and who want to do the right thing.

He learns that the gang is not any harder to get along with in one place than another and that "getting along" depends about 98 per cent on his own behavior.

Willard A. Peterson

ENGSTROM



STOP

wasting press time

get

GO

-ing with

**MERCURY-LITH
ROLLERS & BLANKETS**

For Multilith Printing Machines

MERCURY-GRAPH ROLLERS

For Multigraph Duplicating Machines

To keep production flowing smoothly in your
direct mail department, equip your duplicating
machines with these time-saving accessories.

They're quicker to wash up. The super accuracy of
their construction eliminates much needless
press adjustment. Best of all, they provide really
professional-looking reproductions. They are
the *deluxe* rollers and blankets at everyday prices.

RAPID ROLLER CO.

FEDERAL AT 26TH
CHICAGO 16, ILL.

D. M. RAPPORT
PRESIDENT



Save

TIME, MONEY

Preparing Copy for Offset Reproduction



WITH THE NEW REMINGTON RAND

CARBON RIBBON ELECTRIC TYPEWRITER

If you have production deadlines to meet (who doesn't?) . . .
if you'd like reduced production costs (who wouldn't!)—
our new *Carbon Ribbon Electric* is right down your alley.

It's tops for speed—completely electrified action
assures utmost accuracy with maximum output. It's ideal
for either photographic or direct image masters—
gives you cameo clear, *uniform* impressions.

Send the coupon now for a complete description of this
new cost-saving aid to offset reproduction.

REMINGTON RAND INC. DEPARTMENT RM-1
315 FOURTH AVENUE, NEW YORK 10, N. Y.

Please rush me details on how to SPEED and SAVE with
the Remington Rand Carbon Ribbon Electric Typewriter.

Name

Company

Address

City

Zone

State

Copyright 1956 by Remington Rand Inc.

Remington Rand

THE FIRST NAME IN TYPEWRITERS

How Many DUDS Can You Afford?

Mailers are getting more and more finicky about the mailing lists they rent. Their budgets for mail-selling promotions are tighter. They're looking for faster returns from test mailings—doing more shopping around among list brokers.

We think it's a good thing. Our business always seems to perk up when mailers put the pressure on. Probably because we offer them **people**, not mere **names**, in the lists we recommend. It makes us gluttons for work, to be sure. But we're happy enough with the customer's payoff. How about you?

Write on your business letter-head for our descriptive folder
"WHICH WILL YOU HAVE—
NAMES OR PEOPLE?"



SPECIAL LIST BUREAU
DIVISION of DICKIE-RAYMOND
80 BROAD STREET, BOSTON 10

\$\$ Faultless Millions \$\$ Hand Picked Mailing Lists

FOR CONCERNS WHO DEMAND BIG
AND POSITIVE RESULTS

- 2,000,000 Women Mail Order Buyers (Classified)
- 1,500,000 Men Mail Order Buyers (Classified)
- 2,000,000 Book Buyers (Classified)
- 2,000,000 Mothers with small children (Selected)
- 2,000,000 Negro Mail Order Buyers
- 5,000,000 Investors, Stockholders, Bond Buyers, Oil, Mining, Public Utility, Etc. (Classified)
- 750,000 High School Seniors
- 600,000 School Teachers
- 500,000 Opportunity Seekers
- 700,000 Music Lovers
- 2,000,000 Veterans
- 200,000 Contest names
- 300,000 Ministers
- 400,000 Church Workers
- 300,000 Sportsmen
- 2,000,000 Small town women
- 300,000 Rated individuals in small towns—worth \$1000 to \$200,000
- 150,000 Turf Fans (Race Horse Players)

Hundreds of other lists—in the 50,000 to 100,000 Bracket. Write or Wire us your needs NOW.

Faultless Organization
2nd Floor—3439 Michigan Ave.
Chicago 16, Ill.

The REPORTER of Direct Mail Advertising

Volume 12

Number 9

The Reporter of Direct Mail Advertising is published monthly by Henry Hoke, publisher, 17 East 42nd St., New York 17, N. Y. Telephone Number MUrray Hill 2-7424. Subscription price \$6.00 a year. Re-entered as second class matter, Nov. 15, 1929, at Post Office at New York N. Y., under act of March 3, 1897. Copyright, 1949, by Henry Hoke, New York 17, N. Y.

HENRY HOKE, Editor and Publisher
FRANK FRAZIER, DMAA Editor
M. L. STRUTZENBERG, Circulation Manager
HENRY HOKE, JR., Advertising Manager

EDITORIAL BOARD

Harrie A. Bell, Allen, Lane and Scott, 2300 Market Street, Philadelphia 3, Pa.
Paul Bolton, 4801 Connecticut Avenue, N. W., Washington 8, D. C.
Harry E. Foster, Harry E. Foster Agencies Ltd., King Edward Hotel, Toronto, Canada
H. J. Hgdon, Phoenix Metal Cap Co., Inc., 2444 West 16th St., Chicago 8, Illinois
Miles Kimball, Miles Kimball Company, Kimball Bldg., Oshkosh, Wisconsin
George Kinter, Advertising Highlights, 209—9th St., Pittsburgh 22, Pa.
John B. Mannion, Austenal Laboratories, Inc., 5932 Wentworth Ave., Chicago 21, Ill.
Edward N. Mayer, Jr., James Gray, Inc., 216 East 45th St., New York 17, N. Y.
Richard Messner, E. E. Brogle & Company, Inc., 52 East 19th St., New York 3, N. Y.
Martin H. Perry, St. Giles Publishing Co., Ltd., 80 Broad St., London W. C. 2, England
George Pfeiffer III, Sunset Magazine, 576 Sacramento Street, San Francisco 11, Calif.
Leonard J. Raymond, Dickie-Raymond, Inc., 80 Broad St., Boston 10, Massachusetts
Harold Stedfeld, Stedfeld & Byrne, Inc., 1220 Huron Road, Cleveland 15, Ohio

January 1950

Cleaning Up Loose Ends

9

A Report by Henry Hoke . . . talks about how fund raising is being injured by flood of Xmas mail; warns about list stealing and other matters.

How Direct Mail Can Help Small Business

12

J. M. Russakoff, Vanguard Advertising, New York, continues his series on why and how small business should and can use advertising to increase sales.

How Direct Mail Works for Two Users of Simple Formats

16

Contributing Editor James Stewart gives two case histories of small-business users of direct mail . . . post card success stories.

The Best of The Christmas Appeal Letters

25

One Advertising Man to Another George Kinter

20

Playing Post Office . . . Edward N. Mayer, Jr.

22

OFFICIAL PUBLICATION DIRECT MAIL ADVERTISING ASSOCIATION

1500 DMAA Members receive The Reporter regularly as part of the association service. A portion of their annual dues pays for the subscription.

SHORT NOTES

DEPARTMENT

◆ **WHAT IS A "near editor"?** Wish A. E. Carpenter, president of E. F. Houghton & Company, 303 West Lehigh Ave., Philadelphia 33, Pennsylvania, would tell us why he lists himself as "near editor" of their h.m., "The Houghton Line." And why he constantly refers to himself by that term in the editorials. It's a good house magazine (now in its 17th year) but why the "near"?



◆ **ALL SORTS OF STUNTS** are popping up for simplifying and cutting costs of addressing. We received an envelope from a printer with address on sticker evidently photostated in reverse (negative). Must have put a lot of addresses on a big photostat sheet, then cut apart. Not bad. Then . . . A. B. Dick Company recently announced a new addressing stencil sheet. Stencil is simply lined to indicate sticker size blocks. On repeat jobs which do not warrant making plates, typist simply cuts many addresses on stencil. Required number can be run off, then strips cut apart and pasted on envelope.

Two companies have brought out inexpensive addressing machines (from

\$25 to \$50) working on spirit duplicating principle. Addresses are typed on adding machine rolls with a special carbon underneath, face up, so that carbon impression is under original roll. As envelope goes into machine it is moistened slightly with a solvent which absorbs carbon impression when lever is pushed down. Ideal for short runs, or for repeat addressing jobs which do not warrant expensive plates and power-addressing equipment. We are still keeping our eyes peeled for a story on photographic addressing from microfilm.



◆ **SURVEYS** seem to be a big business at The Crowell-Collier Publishing Company, 250 Park Avenue, New York 17. We've just received a 90-page 8 1/4" x 11" booklet titled "Index of Surveys" (during period of 1939 to 1949). In all, Crowell-Collier conducted 436 separate surveys. They are listed in index by number and by classification. Cover practically every product, buying motive or habit. Copies of any of the surveys are available for references in New York offices of company.



◆ **IF YOU WANT** some more letterhead ideas . . . send for the new "Working Kit" just released by Hamermill Paper Company, Erie, Pennsylvania. Kit is divided into two pocket arrangements. One contains specimens of nine types of basic letterhead styles and other information relating to business correspondence and sales letters. Matched stationery too. The other pocket shows time-saving printed forms which can be adapted to any type of business. Very much worth having around.



◆ **MOST UNUSUAL** . . . is the job recently accomplished by Pitney-Bowes, Inc. of Stamford, Connecticut. President Walter H. Wheeler, Jr. wanted to find out exactly how the employees felt about the company. Dr. J. E. Walters of the School of Business Administration of Dartmouth College was induced to tackle difficult job of conducting a poll on questions such as—pay, profits, opportunity, security, working condi-

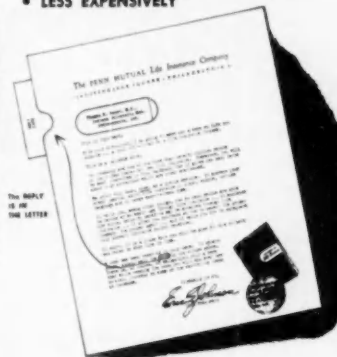
(Continued on page 6)

◆ **Note to new readers:** Use The Reporter as a means of getting acquainted with the people who are doing effective direct mail work . . . also as a means of getting specimens and information for your idea file. Have a pencil handy while you read. In these "Short Notes," for example, we try to highlight for you the best pieces, stunts or ideas of the month. Check the items which interest you the most. Give the magazine to your secretary with instructions for writing requests for pieces or information described. Notice that in most cases we give complete name and address. Most of those mentioned in The Reporter will be glad to cooperate with you. You, in turn, should cooperate when you or your work are mentioned. Be sure that The Reporter is on your list to receive samples of all the direct mail you release. That's what makes The Reporter an interesting and valuable magazine. It is written by, for, and about its readers.



REPLY-O LETTERS

- will do your selling job
- MORE EFFICIENTLY
- LESS EXPENSIVELY



NATIONAL ADVERTISERS SAY:

"Our Reply-O Letters produce between 18% and 32% replies. We have been able to trace \$13 millions in business from an expenditure of \$27,000.00."

New England Mutual Life Insurance Company

"An elaborate broadside with return postcard enclosed produced 8% returns. The Reply-O followed up produced 24% from the same list."

The Matheson Alkali Works, Incorporated

"Reply-O letter topped all records . . . brought in the highest number of contract dollars ever pulled by any letter we have mailed . . . 700 inquiries, twice the number we have been able to draw by other forms of direct mail."

F. W. Dodge Corporation

To save you time, send along the following information when you request samples.

- Frequency of mailings.
- Average size of mailings.
- Type of list.

This information will enable us to answer your initial letter with helpful, understandable facts and figures.

REPLY-O PRODUCTS CO.

150 W. 22nd St. New York 11, N.Y.

Get Your Letters Out Faster and Better!



with PLASTIPHOTER

Your sales letters move faster when Plastiphoter makes highest quality photo offset duplicating plates in *your own office*. It costs only $\frac{1}{4}$ as much as ordinary plate-making equipment.

No special training is required to operate the Plastiphoter. Anyone in your office can quickly produce the highest quality plates you've ever seen. And it's so compact . . . uses only 3 square feet of your precious office space.

So why continue to "send out" when you can make your own plates in a matter of minutes—at less cost—and with better results?

Get full details on how the Plastiphoter method ends waiting time, makes clearer reproductions and helps you do a better job at lower cost. Send in the coupon . . . there's no obligation, of course, so fill it out and drop it in the mail *now*.

TIME-SAVING • CONVENIENT • ECONOMICAL	
Remington Rand	
Dept. 41 Bridgeport 1, Conn.	
NAME	_____
FIRM	_____
ADDRESS	_____
CITY	STATE _____
Plastiphoter Inquiry Remington Rand Inc.	

tions, management, information, job satisfaction, etc. 88% of employees participated by answering questionnaires on company time. Averaged forty minutes per employee. Secrecy was assured each individual. Results were just announced in a 16-page illustrated booklet mailed to the homes of 2500 employees. Back page depicts the burning of the questionnaires in incinerator . . . proof that employees were protected against any possible identification.

This should be a forerunner of similar undertakings in industry. The colleges could be most helpful. Try to get a copy of this report for your idea file.

◆ **POSTMASTER RESS** of Indianapolis helped DMAA President Harry Porter put on a good show at the Ad Club there on December 15th. Harry had written the Postmaster in advance asking for information about postal volume in Indianapolis. The reply didn't reach Cleveland before Harry left on his trip . . . so he called Mr. Ressa. A duplicate letter was delivered by special carrier to the head table while talk was in progress. Opened and read . . . it made a hit.

◆ **HOPE GIBSON**, Secretary-Treasurer of the Toronto Chapter of the Mail Advertising Service Association sent us two more glaring examples of how not to do business with Canada. One U. S. penny postal card from St. Louis arrived with 2¢ due. A private postcard from a sausage-by-mail promoter in Sheboygan, Wisconsin carried a 1¢ USA stamp, and recipient had to pay a Canadian penny due. Canada is not part of the United States. When trying to sell Canadians . . . use the right postage. They have enough troubles . . . without forking out pennies to pay for your promotion.

◆ **TWITCHELL, INC.** (3rd and Somerset Streets, Philadelphia 33, Pennsylvania) is another progressive firm which makes salesmen welcome. No brush off there. There a welcome mat is rolled out in form of a three wing folder handed all visitors. Explains hours and company policies. Lists in addition to purchasing agent, all executives who have anything to do with specifying, and gives description of their duties. Fine job. Salesmen must like to call on Twitchell.

◆ **THE LAMP** was perhaps the best looking of all the house magazines which reached us during December. It's the official publication of the Standard

Oil Company (New Jersey), 30 Rockefeller Plaza, New York 20, N. Y. Wonderfully well done. Others in top bracket for excellence . . . "The Orange disc" h.m. of The Gulf Companies, Gulf Building, Pittsburgh 30, Pennsylvania; "Dow Diamond" h.m. of the Dow Chemical Company, Midland, Michigan; "Shell Progress" h.m. of the Shell Oil Company, 50 West 50th Street, New York 20, N. Y.

Our praise for these highly professional h.m. jobs . . . does not detract from the home-spun excellence and effectiveness of some of the simple little four or eight pagers we get. We predict that 1950 will witness a tremendous growth in house magazines . . . both in numbers and in quality.

◆ **SOLVING INDUSTRIAL CRIMES** . . . is the title of a series of little 4" x 5 1/4" 15-page booklets being issued by The Esterline-Angus Company, Inc., Indianapolis, Indiana (manufacturers of graphic instruments). We've just seen Case No. 38, "The Strange Case of Lights in the Night." Told in detective book style. Reveals how plant engineer solved the case by using current recording instruments. Part of booklet then devoted to explaining how such waste is being stopped in various industries. An interesting technique.

◆ **BILL BARRER** of International Office Appliances, Inc., 29 East 22nd Street, New York 10, sent an important mimeographed letter (on plain paper) to a special list offering to buy adding machines for export. The next day . . . a penny multigraphed postcard was rushed into the mail with this message.—"IS MY FACE RED!" (in red ink) Forgot to include our address on letter sent you yesterday. I solemnly promise it won't happen again. (Signed) Josephine, sec'y to Mr. Barrer." Then the address. Clever way to correct a mistake.

◆ A new workshop course in direct mail sponsored by the Direct Mail Advertising Association will be offered at City College of New York (Midtown Business Center) in 15 weekly evening sessions of 4 hours each beginning February 20, 1950. Frank Frazier, executive director of DMAA will conduct the course. Information about enrollment which is open to any person interested in direct mail can be obtained at the Center, 430 West 50th Street, New York 19, or from DMAA Headquarters, 17 East 42nd Street, New York 17.

◆ **BILLY ROSE** sure took a mean crack at the Neiman-Marcus Department Store (Dallas) in his column of December 5th. Devoted all his space to a tirade against a stunt mailing which arrived in large Christmas gift package. Inside was a number of smaller gift boxes. Each one contained either pictures of gifts; folders explaining gifts; or a catalog. Billy considered he had been hoaxed by an advertising gimmick. Well . . . we haven't seen the mailing, but the Neiman-Marcus gang are pretty smart direct-mailers. Maybe Billy should be reminded that radio listeners are often "hoaxed" too . . . by having to listen to a godawful singing commercial right in the middle of a show.



◆ **PHILADELPHIA** will have, starting in January . . . a permanent printing exhibit, which will occupy 2000 square feet of space on the ground floor of the Printing Institute at 2206 Chestnut Street. The display of supplies and equipment from national as well as local firms is an adjunct to the industrial services offered by the Institute to the graphic arts industry. It will be supervised by Samuel M. Burt, director of the school.



◆ **THE PHILADELPHIA DIRECT MAIL CLUB** at their December monthly luncheon elected new officers for 1950. They are: President—Raymond A. Sholl, Jr., McLain-Dorville, Inc.; Vice President—Scott L. Wolff, Jr., Drake Press; Secretary—Joan A. Biese, Curtis Publishing Co.; Treasurer—Harry J. Beard, L. B. Lippincott Co.



◆ **FOLLOWING** the death of Miles Kimball (see page 24) plans for continuance of operations have been announced by Chester T. Price, new chairman of the board of directors. New officers who will guide the future of the Miles Kimball Company are Mr. Price as board chairman; Alberta Kimball, widow of the founder, as president; S. N. Pickard, director; Lester Langer, executive vice-president; Lewis Magnusen, secretary; and Angela E. Kriz, treasurer. Best of luck to them all.



◆ **THAT'S AN INTERESTING** record book produced by The Autocar Company, Ardmore, Pennsylvania, and distributed to truck owners and operators. This is 28th annual edition. More than 5000 were used last year and the demand for the 1950 version is expected to be larger. With a book for each of

(Continued on page 34)



The man who felt as if he'd mailed a million letters!

On the very first Wednesday in October, Mr. Joslyn Jones came home to a crisis, viz . . . a) His daughter Jean, sixteen, high school senior, and cute, was laid low by domestic science meat loaf the class didn't quite domesticate; and b) her pals, scheduled to help send out class election notices that evening, were also out with *mal de meatloaf*; while c) the class election was Friday!

MR. JONES said, "There, there! I'll do it myself, right after dinner." . . . Folding and inserting the notices in all 312 addressed envelopes was nothing. Sealing them all however, took longer than it should, even with a wet towel . . . Mr. J. then drove to the postoffice, intending to buy stamps and affix same to envelopes on the premises . . . but the postoffice was just closing!

So back home he went to the wet towel, and stuck stamps on 312 envelopes—which took even

longer than sealing flaps . . . When through, Mr. J. felt as if he had just mailed a million letters . . . "Now I understand," he said, "why the girls in the office want a postage meter! Gonna do something about it tomorrow!"

THE PB postage meter displaces sticky stamps and stamp sticking . . . prints any amount of postage needed for any kind of mail directly on the envelope, seals the flap at the same time! . . . prints a dated postmark, which saves postoffice time . . . also prints a small advertisement (optional) on the envelope . . . and prints postage for parcel post! . . . Protects and records postage used. Metered mailing is more efficient—for a few letters a day, or a few thousand! Call the nearest PB office, or write direct for the illustrated booklet, "So You Have No Mailing Problems?"



PITNEY-BOWES

Postage Meter

PITNEY-BOWES, Inc.
2012 Pacific St., Stamford, Conn.

Originators of the postage meter . . . largest makers of mailing machines . . . offices in 93 cities in the U. S. and Canada.





In these days of high salaries, your company is looking for ways to save time in every possible operation. If you can conserve this costly time—and do the job **even better than before**—you're doubly interested.

Specialized Tension Envelopes are actually saving **millions of minutes** for progressive, forward-looking companies! They also prevent mistakes, cut postage costs, protect envelope contents and attract favorable attention. Perhaps you, too, would like to enjoy these advantages.

Your Secretary
will like

"Envelope Know-How"
by don herold

This breezy, easy-to-read booklet presents new short-cuts to old problems. It's fun to read—simple to follow. To get a copy for your Girl Friday:

Write on your letterhead today to the
Tension Envelope Factory nearest you,
or your local sales representative.



for every business use

TENSION ENVELOPE CORPORATION

FACTORIES: New York 14, N. Y. • St. Louis 10, Mo.
Minneapolis 1, Minn. • Des Moines 14, Iowa • Kansas City 8, Mo.
Over 100 Representatives Selling Direct to User

cleaning up some loose ends

by
henry hoke

Before we forget about 1949 . . . let's clean up a few loose ends which, if not spotlighted, may hurt us all in 1950. You should all be interested in three serious subjects. I'll handle them as briefly and lightly as possible.

Tin Cups

I had been planning a series of articles for 1950 on the general subject of Fund Raising by mail . . . but after seeing what happened during November and December of 1949 . . . I've decided to hold off for a while until the Fund Raisers themselves jump in to clean up a very sorry mess which is hurting all Direct Mail.

The mails were literally flooded (and I mean flooded) with begging, tin-cup letters. I don't want to hurt the legitimate charities . . . but there must be an end some place. I've checked with business and professional men of all kinds. The flood was embarrassing and irritating to all of them. One business man estimates he received from six to seven appeals daily during the period before Christmas. The good ones suffered by going into the wastebasket with the bad.

Professional men, such as doctors and and lawyers, seem to have been hardest hit this year. A dentist told me he had tried to follow a policy of responding to all appeals with a modest and equal donation—but if he had answered every appeal this last Christmas season, it would have taken more than his income during the period. He was particularly incensed over the people who sent him pencils, mementoes, plastic crosses and asked that they be returned if donation was not forthcoming. He didn't know that it's against the law to send unordered merchandise. He was also incensed at the many follow-up telephone calls which consumed his time.

One of the most outlandish cases in the whole sorry mess was a postal card

sent to a large list of women. I am reproducing the card.

I received many complaints. One was pathetic. An elderly woman received the card on a Saturday and went to bed with worry because she couldn't get the number on the 'phone during the week-end. Her son jumped in on Monday and got the number. It wasn't the official headquarters of the Veterans Group. It was a professional, telephone-solicitation set-up. The reason for the card was that the organization was staging a Christmas Party and wanted donations. It's an outrage and should be stopped by the more sober national officers.

I've been in touch with the Better Business Bureau. They've been swamped by complaints and inquiries. People have told the B. B. B. . . . they are so disgusted with the mass of money appeals they are losing respect for all mail appeals. One responsible business man questioned: "Are we getting to be a beggar nation? Everybody is holding out a tin cup."

I've been in touch with the Financial Secretaries Association. They are alarmed, too. Some cases cropped up

this year where individuals actually started a charity drive for themselves only. In other cases, "professionals" were handling the drive on a big percentage of the "take". On telephone follow-up solicitations, even the runners who are dispatched promptly to get the check get a percentage.

This flood of begging mail . . . pulling out all the tear-stops of Christmas . . . has definitely hurt Direct Mail and it has also hurt the legitimate year-round charities.

I think the Financial Secretaries Association should get together with the Better Business Bureau, the Contributors Information Bureau, the Welfare Council (and whoever else might help) to plan a determined drive to stop this prostitution of the spirit of Christmas.

The plain ordinary commercial users of the mail can't do very much about it . . . except to howl and to warn people against the fake or questionable charities. But we should all push for some plan whereby charity appeals are spread thruout the year and not concentrated into one confusing mess around Christmas time. And fake charities, the

(Continued on page 10)

Dear Madam: —

Would you be so kind as to telephone me without delay about a situation that urgently requires your immediate action.

To save time, I would like to talk this over personally rather than attempt to write about it. You can reach me now at MU 8-0791 between 10 a.m. and 8 p.m.

Please do not overlook this vitally important request.

Commander

Veterans of Foreign Wars, N.Y. County Council
127 East 59 Street, New York 22, New York.

HOW TO SELL THROUGH MAIL ORDER

1. Here's guidance for everyone who wants to improve his mail order techniques. This new book covers everything from selecting a salable product to analyzing coupon ad and mail campaign results. It tells how to determine prospects and reach them via newspapers, magazines, radio, direct mail, etc.; how to prepare copy and layouts for space ads, brochures, car cards, etc.; how to cut production costs; how to test the "pull" of an ad; how to schedule and sample; how to avoid legal headaches; how to put an agency to work for you, etc. By Irvin Graham. 446 pages. \$4.00



PRINTING AND PROMOTION HANDBOOK

2. Puts expert advertising and production data right at your fingertips. A one-volume encyclopedia arranged for quick reference, this deskbook tells you how to plan a complete campaign . . . how to get and maintain profitable mailing lists . . . how to take full advantage of postal services . . . how to find supply sources for all kinds of printing, papers, envelopes, inks, gadgets, services, etc. . . . how to get the most out of plates, cuts, type and printers. By Daniel Melcher and Nancy Larick. 396 pages. \$6.00



COPY—The Core of Advertising

3. A guide that explains every phase of the how and why of writing more effective copy. Reflecting the best of Aesop Glim's Printers' Ink and Marketing columns, this book tells you how to round up the facts on market and product, find the appeal, write copy that rings true—and runs up extra sales. He talks about headlines . . . about dealing with competition copy-wise . . . about writing for women . . . about radio commercials . . . about the basic fundamentals and essentials that are the backbone of hard-hitting copy. By Aesop Glim. 270 pages. \$3.00



USE THESE BOOKS 10 DAYS FREE

McGraw-Hill Book Co., Inc.
330 W. 42nd St., New York 18
Send me book(s) corresponding to numbers encircled below for 10 days' examination on approval. In 10 days I will remit for book(s) I keep, plus five cents for delivery, and return unwanted book(s) postpaid. (We pay for delivery if you remit with this coupon; same return privilege.)

1 2 3
Name.....
Address.....
City..... Zone..... State.....
Company.....
Position..... RDM-1-50
This offer applies to U. S. only

questionable operations where the promoters pocket most of the "take", should be crowded out just as surely as we want to crowd out commercial fakers and racketeers. Only in that way can we keep a healthy respect for all appeals in the mails.

List Stealing

I have hesitated to talk about this in *THE REPORTER*. But it must be done. I don't want to hurt any of the legitimate and honest list brokers, nor the many, many honest users of rented lists. I do want to protect the owners of lists.

As you probably know, *THE REPORTER* rents its lists occasionally to legitimate advertisers who want to reach people interested in Direct Mail. We work through the established brokers. The list renter agrees in all cases that the addressing is for one time use only and that no copies will be made. During the past year . . . we had two very astounding cases where our list had been copied (in other words, stolen). Both cases were settled out of court, but in both cases the accused admitted copying the list. The facts of the cases were brought before the List Brokers Association . . . and the persons involved can never again rent a list through any member of the Association, nor can he offer his own list for rent.

I wouldn't have mentioned it if it had concerned *THE REPORTER* alone . . . but during all the confabs we learned that there have been a number of other cases affecting other owners of lists. The List Brokers are taking aggressive steps to see that it doesn't happen again.

But in the meantime . . . I want to warn all list owners. Protect your list. Have it carefully coded with dummy names.

Any person who steals (copies) a rented list, a properly protected list like *THE REPORTER*'s, is just plain stupid. He is bound to be caught. It's like committing murder on Times Square right in front of a cop. No one, not even J. Edgar Hoover, could find the dummy names on *THE REPORTER* list and remove them.

If you don't know how to protect your list with fool-proof dummy names . . . consult an expert among the respectable members of the List Brokers Association . . . or call on me personally by phone or at the office. I will not print here all of the various methods because I do not want to help any possible stealer in detecting the dummies. There is one simple system which is 100% conclusive. It cannot be de-

tected . . . and no one can slip up by missing the pilfered mailing.

Many of us, starting with Leonard Raymond back in 1932, have worked hard to establish the list rental procedure as a definite and dependable part of the Direct Mail business. It is too bad that a few irresponsible people have hurt it. But it will survive if we are all watchful.

That's another loose end taken care of. It's off my chest. I ask you all to be careful in 1950. Protect your list. Report any violations of the Code of Ethics either to me or to the List Brokers Association. In the future I will give full publicity to individual violators who are caught with conclusive evidence.

Pornography.

Postage Rates and Laws

Ed Mayer in his "Playing Post Office" Department will have something to say about Postage Rates and confusing laws affecting Direct Mail . . . but I want to add my two cents worth.

Congress will be debating postal increases . . . will possibly pass them. But here's something all Direct Mail people should be aware of. Recently, Crete Dahl, President of Dahl Publishing Company, Stamford, Connecticut, sent me a collection of magazines which he picked up at Grand Central Terminal.

The titles are a dead give-away as to their contents. *Eyeful, Inc.*; *Girl Model*; *Flirt, Inc.*; *Whisper, Inc.*

All of these (and more) are entered as second class mail and approved by the U. S. Post Office Department.

In his letter, Mr. Dahl stated:

"If the Post Office Department is operating at a loss—the excuse being given for the proposed increases in 3rd and 4th class mail rates—it seems to me that the public has a right to demand a re-examination of items which the Post Office Department is willing to carry at taxpayers' expense!"

"May I recommend that the DMAA spend a few dollars for the purpose of buying up a representative collection of magazines purveying Pornography, Unlimited, and use them as a basis for launching a concerted drive against forcing the public to subsidize the distribution of such junk?"

"My first impulse was to write to 'My Congressman'—but after a casual glance at the contents, it seemed to me that the situation deserves more pressure than a single individual can bring."

"If the DMAA DOES decide to do anything about this, count on me to help."

Of course . . . THAT is a dangerous subject. It involves censorship which we all dislike. But if you want to be alarmed . . . read some of these magazines. The Ads are really worse than the pages of legs and contorted, sensuous bodies.


Second Class mail is now showing a loss to the Post Office of approximately \$250,000,000. Congress, under present bills proposes to raise about \$15 million from 2nd class by token increases. I think all users of postal cards and 3rd class mail should howl to high heaven as long as pornographic and useless publications are included in 2nd class, and as long as 2nd class is subsidized as disgracefully as it is now. Of course, it's so much easier and politically convenient to raise penny postal cards from 1¢ to 2¢. The postal card users can't howl loud enough. But will all of you, please, do a howling job? Buy a copy of *Flirt* or *Eyeful* and send it to your Congressman. Tell him that under present 2nd class rates that magazine can be mailed for *less than a cent*, and why should the little lightweight postal card used by hundreds of thousands of small business men be taxed another cent to help pay more subsidies to the publishers. *Newsweek* for December, 1949 (page 49) reveals that Publishers and the Post Office are alarmed at growth of the unclean publications. They should be!

I call your attention, too . . . to Ed Mayer's remarks about dangerous State laws which may affect interstate shipments by mail. It's a subject worth watching. Hope all of you noticed the fine article on Page 29 of Kiplinger's "Changing Times" for December entitled "Those Silly Fences Between The States". We'll all have to be more watchful of laws . . . we'll all have to keep in closer touch with our representatives.

That's about enough of griping about the loose ends of 1949 business. I'm really not in a bad humor. I agree with DMAA President Harry Porter when he says in recent talks:

"I've got a feeling the best years for Direct Mail advertising lie immediately ahead. Direct Mail has a chance now to jump into this new buyers' market and really do a yeoman's job for itself and for the national economy. When Direct Mail was a little younger, I followed its progress carefully, ever since early in the 1920's, in fact. In those days, Direct Mail was fighting for a place on the advertising stage. It actually riveted down this place by coming through with orders in the rough-and-tumble competition of the '30's. One reason I feel confident of Direct Mail's future is because it is an advertising method which can step into a buyers' market and do a bang-up job for practically all of us."

That makes sense. In spite of all the obstacles . . . in spite of irresponsible people who hurt it . . . Direct Mail is moving forward as a powerful selling force. Let's all work like hell to make it even better in 1950.



A Good Time...

to stop and take stock of ourselves and find out why we have been blowing our horn for "Personalized" envelopes this past year. We feel that this is really something worthwhile and would like to share it with you. To make your envelope more distinctive may we suggest striping on the answer. This is what "Personalizing" really is—it is the smart use of color to enhance the appearance of your envelope. As an "attention getter" it can't be beat. To get the most out of your mailing use Cupples "Personalized" envelopes. The added "eye-appeal" to your mailing will add profits through increased mailing returns.

S. Cupples
envelope co., inc.

300 Furman Street • Brooklyn 3, New York

SALES OFFICES: PHILADELPHIA • BOSTON • WASHINGTON

How Direct Mail Advertising Can Help "Small Business" . . .

by J. M. Russakoff

A few leaders in this advertising business did not understand the main point and purpose of our December article, wherein we suggested the desirability of showing small business how to use direct mail advertising—how this would result in a healthier business structure for the country, and more advertising volume.

Their feeling was expressed along these lines: "Why should we bother with small business firms as customers? They don't amount to anything. Do you want me to solicit a 200 run printer or letter job?"

For the larger letter shop, printer, or agency—even the medium size one—there can be no argument. It doesn't pay for them to handle small jobs, or service small accounts.

But for the smaller letter shop, printer or agency, here's a virgin field of opportunity. There are more than 2,000,000 business firms. Throw out 90% of them, for reasons of credit, lack of capital, poor product, and you still have 200,000 firms which could be regarded as prospects for advertising, and most of them are small.

Nearly every large firm started out small, and was once very glad to handle small orders, from small firms. As some of the customers grew, perhaps through good advertising, so did the letter shop, printer and agency, and today they all find themselves in a bigger league, which is dandy for them.

But little business is still important to them, indirectly—even though they may not deal with little business, or ever have any contact with little business.

Big business leaders know that without hundreds of thousands of little business firms, there simply wouldn't be big business as we know it today. Take away the sales, equipment, production, of small stores and factories,

and giant firms like U. S. Steel, General Motors, du Pont, General Electric, etc. will feel it in fewer orders, small production, perhaps higher unit production costs.

Small business enterprises are an important part of the vast feeder system that finally results in huge business firms. Both need each other. In the non-rigid, competitive system little firms can grow and become bigger ones, and bigger ones can grow still bigger, if they serve the community well.

We feel that advertising can be effectively utilized by the smallest unit in this system, and that the smaller letter shops, printers, agencies, can do a useful, constructive job for small business firms. We still think so, and will try to show how it can be done, at low cost, in this article and in others to be written by specialists in particular fields.

If many of the small business firms should try to do the various advertising jobs themselves, or if they are helped to try it on their own, using their own duplicating and addressing equipment—there is no need for established producers in the field to be worried. As the advertising of these firms is successful and increased, the day will soon come when they must use printers, letter shops and agencies for their expanded promotions. It's almost inevitable.

Each year several thousand young men and women take advertising courses throughout the land; many of them storm the doors of agencies and national advertisers, find this a nearly hopeless job market, and become discouraged at the lack of opportunity in the advertising industry.

(Continued on page 14)

J. M. Russakoff . . .



REPORTER'S NOTE: Small business hit the front pages of the newspapers throughout the country shortly after the first article in Joe Russakoff's series (December **REPORTER**) went to press. Our plans for making small business a major editorial project for the **REPORTER** in 1950 were made before this sudden outburst of interest in small business.

The Government is developing the monopoly and tax-discrimination engines of business, as it relates to size—and we wish them well. We want to see business opportunity on an equal and democratic basis for all people, big or little—as long as the public is well served, and can get the benefit of maximum purchasing power.

What we are concerned with here are the **ADVERTISING** aspects of small business, and especially the **DIRECT MAIL** advertising possibilities. As we see it, the opportunity is enormous for greater use of direct mail advertising, and in fact, for all forms of advertising. It finally comes down to finding some way of telling these little people what to do, how to do it, in some manner they can afford. Your comment, criticism, suggestions are urgently requested; we are serious in making this project virtually a crusade.

In this issue, in addition to Joe Russakoff's second article . . . we are giving you three reports from George Dugdale, Ed Scofield and J. Y. Powell. Read them carefully.

Got a problem?

If it's sales promotion — *relax* — just bring it to —

AHREND

THE DEPARTMENT STORE OF DIRECT MAIL

One source for
all of your
direct adver-
tising needs...
from sales-
minded ideas
through com-
pleted on-time
mail campaigns

sales-building art
cash-register-minded copy
sparkling, sharp printing
perfectly personalized sales letters
field-tested dealer helps and campaigns
clear multigraphing, mimeo and offset
preparation, production of house organs
supervision of dealer or consumer contests
handling of radio, TV and coupon responses
accurately typed or written addressing
selection of productive lists
time-conscious mailings

You can relax because no matter what your needs may be, the solution is at hand in our "department store" of specialized direct mail services.

Whether you want to market a new product in selected communities or build dealer cooperation nationally . . . send out a personalized sales letter or an integrated long-term campaign . . . just call Ahrend.

You'll have the peace of mind that goes with knowing that all operations concerning your job are directly under our control in our own plant of 40,000 square feet.

If your problem is uncertainty as to just what type of promotion will benefit you most . . . you have our skilled merchandising analysts, creative writers, artists and photographers to produce the most effective promotion for your purpose. AND at the same source, you have complete equipment for the production, printing and mailing of your made-to-measure material.

Let D. H. Ahrend Co. take full responsibility. Phone or write Ahrend today . . . then just sit back and relax, confident that you'll get what you want when you want it.

57 YEARS OF EXPERIENCE SERVING DIVERSIFIED INDUSTRIES

33 NATIONAL AWARDS BASED ON RESULTS

D. H. AHREND COMPANY

INCORPORATED

MURRAY HILL 6-3212 • 333 EAST 44 STREET • NEW YORK 17, N. Y.

MAKE YOUR DUPLICATING LOOK LIKE PRINTING



Instantly changeable type faces, in all popular print-styles and sizes, will give your duplicating a professional appearance. Attractive, legible reproductions, with both margins even, will make your present duplicator a print-ing-press in its own right.



• **Vari-Typer**

**WILL COMPOSE TYPE
ON ANY STENCIL, PLATE,
OR HECTO-MASTER**

SAVE 50% of your costs ...and more. In addition to improved appearance you save a goodly sum of money on your duplication. Here is the simple arithmetic involved.....

Vari-Typer print-type faces permit twice as much more copy on a single stencil than typewriting... and with increased legibility, too. This means you save half your stencil costs... half your ink and paper costs... half your running and collating time and half your postage costs. The savings alone pay for a Vari-Typer in a short time... and... think of the improved quality of your work.

THE ABOVE TEXT WAS VARI-TYPED ON D&J MODEL

• RALPH C. COXHEAD CORP.
 • 728 Frelinghuysen Avenue
 • Newark 1, N. J.
 • Please send me Vari-Typer Booklet # 38
 • Name
 • Company
 • Address
 • City Zone State
 •

These young people can be drawn upon to supply salesmen, writers, artists, contact men to work on the small business firms. With little supervision from the boss, here is a low-cost labor pool, eager to learn, and for the most part, willing to work hard for an opportunity. There are many worth while things that can be learned from books and courses; they make "breaking in" a tyro a much more efficient and briefer process for the employer. Everyone benefits—little business man gets some attention and service; student-worker learns by doing, gets valuable experience; letter shop, printer or agency has a group of small customers from which perhaps tomorrow's major accounts will be found.

Where and how can a small firm begin to advertise are questions to which the answers almost always stem from an intelligent observation of the firm. What is the product or service to be sold? Who are the prospects or customers of the firm? What can we tell them? And through what media can we reach them most economically?

Here is how a problem of this nature was put up to and solved by a letter service company in the Middle West. A florist on the outskirts of the city with a good delivery service and a likeable personality wanted to do something, but quick.

Florist's idea was to get out a mail campaign to 5000 local residents, but his budget wasn't large enough to do an adequate job. He finally settled on a 1500 mailing once a month to cover immediate trading area. Campaign, now in fourth month, stresses seasonal specials and currently cards offering a 25% discount on purchases made at the greenhouse is bringing home the bacon.

The same approach and strategy can work on 50 prospects, as well as it did on the 1500 above, if 50 is all the florist can afford. As the campaign produced by this letter service company becomes more resultful for the florist, it is likely that the list will be expanded to the 5000 originally desired by the advertiser, and even more, depending on the size of his potential market.

Above everything else, it is important to have an idea—and an objective. The media, the methods of duplicating advertising, the communication, the distribution,—all these are simple and follow directly from what comes first,—the idea and the objective.

In the field of duplicators, there are many kinds. Probably the stencil type

is the lowest cost to own or use. If the small business man is not planning extensive use, it would be cheaper for him to have his work done by a letter shop. He'd get a better job than if he had his own equipment, and tried to do it himself.

On these duplicators, he can run off letters, handbills, circulars, postcards, small folders quickly, at low cost.

If you intend to use the mails, before you do anything at all, it would be smart to check with the postal authorities, to find out what sizes, weight, number of pages, permits, and so on you will need to send your advertising through the mails at lowest cost. Or your letter shop is an equally good source of such information.

Then, for addressing names—there are today a number of systems available to firms which have only a few prospects or customers (say 100 to 500) which can be used to run off your list without the tedious job of typing them each time.

In this issue of THE REPORTER are a number of new "case histories" of advertising "success stories" achieved by small business firms. Jim Stewart describes two such campaigns, concerning a restaurant, and a building and loan association. Ed Scofield reports on a restaurant. George Dugdale reports on a druggist.

In some cases, like that of Ed Scofield, the motivation was altruistic. He was trying to help out a local business man who didn't know the power and value of advertising. In other cases, it might be just plain business. It's up to all of us, in all phases of the advertising business, to help as many people as we can, to use advertising effectively. If you have an idea that can help your neighborhood merchant, or local manufacturer, tell him about it. The more service he does, the better his business is, the better for the entire business community, and for everybody in the advertising business. If you cannot sell your idea, give it away. It'll come back to you eventually in some form of benefit.

Our first article has inspired a number of replies telling of instances where small business has been saved, or increased by advertising. These are gratefully received, and will help to expand the project of strengthening small business via the use of advertising. We would like to hear of more such examples, and invite your letters on this subject.

THE DIFFERENCE BETWEEN SUCCESS AND FAILURE

A convincing report from C. E. Scofield, catalog and advertising manager of Jackson & Perkins Company, New York, New York.

That man Russakoff hit the nail right on the head, Henry! All of us in direct mail selling know that the big advertisers waste a lot of their appropriation because they get cute or do something because the boss's wife thinks it's a good idea. There isn't much point in any of us worrying about these big guys.

But the little business man can't afford to waste any money on advertising nor can he afford to employ top quality talent to help him no matter how acute his sales problems may be.

I'd like to start the ball rolling by giving you an actual case history where a very simple direct mail program meant the difference between success and failure to a typical small business.

Two years ago a very experienced restaurant operator went into business for himself near here. He had marvelous ideas on cooking, serving and in general creating a wonderful impression on his restaurant guests.

He had successfully managed a large restaurant where he had a very big following.

When he opened the new place of his own, business kept going from bad to worse because he just didn't have enough guests to meet his fixed expenses. He took good care of the guests he *did* have but there just weren't enough of them to let him operate at a satisfactory level.

I urged this chap to forego his restaurant a little while and concentrate on selling so that he could attract more and more people . . . he had a delightful place but too few people knew about it.

On my suggestion, he went to each of the 10 or 15 villages nearby and made up a mailing list of the 25 or 50 most prominent and wealthy people in each village.

With the mailing list of about 2,000 names we planned a series of 10 penny postcard mailings. These were to go out once a week and were mailed so that they would be received on a Thursday.

Each of these cards was very different
(Continued on page 16)



FOR A

TELL AND SELL PERFORMANCE

Step right out, Mr. Advertiser . . . your audience is waiting! PONTON has packed the house, as usual, with hand-picked prospects for your product or service. It's the kind of set-up PONTON can arrange for you promptly at any time—BECAUSE PONTON LIST SERVICE IS DIFFERENT!

EVERY LIST INDIVIDUALLY COMPILED—made-to-order to do the job you want done—built expertly from the very latest sources that are kept revised right up to the minute.

VERSATILITY UNEQUALLED. Ponton lists are available on cards, labels, sheets, stencils, on your own mailing matter, or in any other form and in any breakdown desired.

SPEED, ACCURACY—guaranteed maximum!

24,000 CLASSIFICATIONS readily available. Other special lists promptly and efficiently supplied. **LATIN AMERICAN LISTS** a specialty!

COMPLETE FACILITIES for addressing and mailing jobs of any size.

COMPLETE CATALOG

Direct Mail Advertisers are invited to write for Ponton's famous **LIST O'TRADES**, the most complete Mailing List Catalog published. Write to Dept. R-4.

COMPLETE
MAILING
AND
ADDRESSING
FACILITIES

W. S. PONTON inc.
AT THE HEAD OF THE *Lists*

635 Avenue of the Americas, New York 11, N. Y.

EST. 1905
AGENTS
IN ALL THE
PRINCIPAL
CITIES

and the copy was designed to arouse curiosity and create the impression of exceptionally fine food in a delightful atmosphere.

One card gave a recipe for a delicious sounding Austrian Goulash; another card gave a complete resume of all main courses; the third card was written entirely in Austrian and talked about charming atmosphere and delightful service.

I can't recall what the other cards were but I do know the results of our mailings! Immediately after the second mailing, business began to pick up. It continued to improve each week so much that only 7 of the planned mailings were actually mailed and then business was so good that this chap was afraid to increase it any further because additional guests would overtax his capacity.

Of course, once this started, visitors recommended the place to friends and this restaurant is now a flourishing small business in the community.

At the time these mailings were started, the proprietor was seriously thinking about going out of business and losing his life savings. An investment of a few thousand penny post-cards actually meant the difference between success and failure.

A CONTINUING CAMPAIGN FOR A DRUGGIST

Dear Henry:

I certainly enjoyed your last issue, just received, and especially the article

by Russakoff about advertising to help small business. Alan has been working on just such a plan here because we are about the only outfit in Towson that has the facilities for doing a job. The local merchants are finding it works well for them.

About five years ago a druggist who was managing the local chain store had a chance to take over a run-down drugstore. He remodelled and modernized and asked us to get him started on a series of ads with real follow through.

We compiled a local list, provided him with copy, printing and mailing. He has mailed a postal card every month for nearly five years to a list of 2,800 people in his trading area. None of the cards has mentioned prices or featured any particular item of merchandise. They are good will builders; have had a wonderful effect on the doctors.

I am enclosing a few samples of the cards.

Now we have put a list of 14,000 local home owners on stencils and can rent any part of the list to a merchant by street and block. All a merchant needs is the money, the merchandise and the desire to advertise. Our staff does the entire job of writing, buying the printing, addressing and mailing.

The two high hurdles that have to be jumped are—most merchants need a ready-to-use package; they can't do any part of it themselves. Second—the advertising man has to find a way to make these little jobs pay off without making his price so high that the cost per 1,000 is excessive.

We will be glad to see more articles like Russakoff's; particularly the kind

that makes the small merchant see the importance of constant advertising rather than the special sale occasional flyer.

GEORGE DUGDALE
The Drumcliff Company
Hillen Road and Centre Avenue
Towson 4, Maryland

WORKING ON A SMALL BUDGET


Dear Mr. Hoke:

I am much impressed with Mr. Russakoff's article on direct mail and small business in the December issue of *The Reporter*.

Six months ago, without benefit of knowledge or study, I was placed in the position of advertising manager of this concern, a local retail industrial supply house. Ninety per cent of the advertising is direct mail. Since then I have read books, bulletins, and magazines on the subject, but this is the first piece I have been able to put my finger on that is directly applicable to our situation.

Naturally we are limited in our program. Turning to advertising agencies, except in special instances, is beyond our budget. We work with an Addressograph, Model 40 Multilith, and letter folder. We lean heavily upon literature supplied by the companies we represent. Much of this, regrettably, is unsatisfactory for our purpose.

We try to wring everything possible out of our equipment, but it falls far
(Continued on page 23)



KAUFMANN'S
PHARMACY
YORK ROAD AT
CHESAPEAKE AVE.
TOWSON
Phone: Towson 3900

THE AIRLINE IS OVER


The U. S. Air Force is no longer required to deliver fuel, medicine and food to Berlin by air. Prices to our stores and ground crews for a tough job will drop.

KAUFMANN'S delivery service is still in operation. Set up in the air - our delivery still rolls over the smooth (T) streets of Towson to give you prompt delivery of anything you need.

When the telephone company swings over to the new dial phone our number will be TOWSON 3900.

If you or your doctor will dial this number and phone us your orders we will be glad to deliver them promptly.

FRANK A. KAUFMANN



KAUFMANN'S
PHARMACY
YORK ROAD AT
CHESAPEAKE AVE.
TOWSON
Phone: Towson 3900


ORDER TO VACATE

Some folks never take a vacation unless the doctor orders it. If you have been staying too close to "the work bench," take our advice and order yourself to vacate for a real vacation.

Before you go, stop in at our friendly, neighborhood drug store for the things you will need for your comfort and convenience away from home. From adhesive tape to Zipper bags you will find our stocks complete.

We are wishing you a comfortable, enjoyable, beneficial vacation with the weather just as you want it.

FRANK A. KAUFMANN



KAUFMANN'S
PHARMACY
YORK ROAD AT
CHESAPEAKE AVE.
TOWSON
Phone: Towson 39


JOB IS RIGHT BAD OFF - BASH'S BEST

Set so long ago folks used to suffer for years with troubles the doctors could not diagnose or for which they had no effective cure.

Now almost every meeting of the medical society brings to light a new treatment that BASH'S Pills that are "right bad off" get well in short order because the doctor knows what is wrong and how to treat it. Millions of dollars are being spent every year in the field of medical research. You benefit through your doctor's advice and prescriptions.

Let us fill your prescriptions. We have large stocks of standard products and the newer preparations your doctor may call for. We are always glad to serve you.

FRANK A. KAUFMANN



KAUFMANN'S
PHARMACY
YORK ROAD AT
CHESAPEAKE AVE.
TOWSON
Phone: Towson 3900

DO YOU KNOW HOW TO LOAF?

Remember the old song "Everybody Work but Father"? Now even father works; probably harder than anyone else.

This is the time of year when all of us should make a study of the fine art of loafing. When the thermometer is "blowing its top" and humidity is adding to the discomfort - **SLUG UP**, instead of listing things that must be done, see how many duties you can leave undone.

If you need a good teacher of "loafology" watch a cozier spaniel pup; he will show you just what to do on a real hot day.

For your drugstore needs just phone us. While you take it easy we will gladly deliver whatever you want.

FRANK A. KAUFMANN

MILES KIMBALL

The measure of a man's greatness is in his ability to give of himself to his family, his community, his industry, his friends and business associates. **¶** More than most men, Miles Kimball gave of himself. He was beloved by his wife and co-worker Alberta and his daughter Mary Louise. He was a leader in community activities in the city of Oshkosh, Wisconsin; a former president of the Lions Club and of the local Chamber of Commerce. He built a big business by mail order methods and employed hundreds of people. He was past president of the Mail Advertising Service Association International and distinguished himself by his brilliance, humor, kindness and his witty talks at conventions and articles in trade publications. **¶** Miles Kimball conducted his business with vision and foresight. He was a leader in ideas and ideals. The things he sold by mail were good, original and unusual. Miles was fair and just in his relationships with his customers, his employees and his business associates. **¶** The sudden passing of such a man, at such an untimely age, at the threshold of important new developments in his life---is a shocking blow to those of us who worked so closely with him and knew him well.

George R. Bryant Company

D-R Special List Bureau

Walter Drey, Inc.

Guild Company

Willa Maddern, Inc.

Mailings Incorporated

Mosely Selective List Service

Names Unlimited, Inc.

D. L. Natwick

James E. True Associates

Youngren Services

NATIONAL COUNCIL of MAILING LIST BROKERS



THIS IS A DMAA BEST OF INDUSTRY AWARD WINNER FOR 1949

HOW DIRECT MAIL WORKS FOR TWO USERS OF SIMPLE FORMATS

by James M. Stewart, *Contributing Editor*

A current feature in *The Reporter*, which started last month, is a series of articles by Joe Russakoff about little business . . . the butcher, the baker, the candlestick-maker . . . and how they could profitably be using direct mail (see page 12).

So for January, this corner did some rummaging through the DMAA winning campaigns . . . and found two that came close to showing how an independent outlet *can* make direct mail advertising pay off.

The first story is about Ireland's Mart Restaurant, 431 S. W. Sixth Avenue, Portland 4, Oregon. The Pacific National Advertising Agency handled the account.

This new buffet-style restaurant opened on July 26th last year and it was owner Elston Ireland's problem to pre-sell customers on the idea. A short newspaper campaign, radio spots and publicity releases were used to augment the direct mail campaign, which was to be the backbone of the advertising.

The campaign for Ireland's Mart pointed out the restaurant's special features—three convenient food bars, quick service, pleasant surroundings and a central location in the business district.

The direct mail promotion consisted entirely of (1) a 2-fold, 11" x 18" self-mailer printed offset and (2) a series of 7 humorous postcards on white stock (see pix).

The folder was mailed to 3330 downtown building offices to arrive the day before the opening. Inside spread was a cartoon floor plan of the restaurant. Its job was to educate the consumer by showing what the Mart looked like and to explain the unusual type of operation in graphic picture style. It also showed the location of Ireland's Downtown restaurant around the corner in the same building.

Layout, art, typography, printing, addressing and mailing all cost \$337.66.

It was a big success as shown by the many intrigued customers who brought

the folder with them on opening day. There were even many requests from patrons for extra copies.

After the opening, a continuing campaign of the seven one-color postcards was mailed each week to a list of 1600 business men in the downtown area. The same copy and artwork were also reproduced for Portland newspaper advertisements . . . and the cards themselves were used for counter distribution in all four Ireland restaurants.

The cards were mailed on the day corresponding to the poorest business day in the previous week. On these days, business improved noticeably not only at the Mart but also at the other Ireland restaurants.

Here's an example of one:

WHERE'S JUDGE GAVELHEAD?

Just finishing his second piece of apple pie at IRELAND'S MART.

His verdict is that Ireland's pies are so fresh and delicious he just can't stop at one helping. The evidence proves that Ireland's bakes all day long and rushes pies right from the oven to their pastry bar in the Mart.

The total cost for each card . . . for everything from layout to addressing and mailing amounted to \$50.18, or \$351.26 for all seven.

The success of this small and simple direct mail campaign can be seen in this fact. Owner Ireland had set a goal of volume and profitable operation which he hoped to reach within six months of the opening. But business at the Mart reached that goal on opening day and has never fallen below it.

Another interesting winner in this year's DMAA contest is the Southland Federal Savings and Loan Association, 9412 Wilshire Boulevard in Beverly Hills, California. Although it cannot be considered a "small" user of direct mail (last year's budget was about \$20,000), Southland is an example of an independent concern doing a good job of advertising on their own hook, without the help of a manufacturer's ready-made mailing. The job was written

and prepared by the Darwin H. Clarke Agency of Los Angeles.

The purpose of the campaign was to build prestige, promote the opening of savings accounts by individuals, estates and trusts . . . and naturally to increase their assets.

It consisted almost completely of from one to three mailings of postcards per month to 50,000 people in Beverly Hills and vicinity.

Two different styles of cards were alternated in this series. On one hand there were ordinary government penny postal cards, printed in one color, utilizing many different formats.

Alternating with these were a group of attractive 5" x 6 1/4", two-color cards that told the Southland story. During the past year about 1,000,000 cards have been sent out.

Mailings are timed to arrive between the 30th and the 4th of the month, to capitalize on the period until the 10th, when funds can be invested to earn from the 1st. The heaviest mailings are around the reinvestment periods (July 1st and Jan. 1st).

In addition, a 9" x 12", two-color, 4-page house organ is sent 4 times a year to a selected list of prospects giving interesting news on the savings and loan association; pointing out its soundness, efficiency and good dividend rates to members; telling odd facts, jokes, etc.

Results have been excellent says Vice-President Richard Matthews, Jr. "This campaign has proved that wealthy people do read postcards. Results come in constantly. *Four out of five people coming in to open new accounts come in as a result of our direct mail.* The campaign has continued steadily since we moved to our present location eight years ago, and our assets have increased 1200% in this period. Yes, direct mail has done a splendid job for us."

Those two case histories give conclusive proof of the effectiveness of simple formats in Direct Mail.

where's Senator Smog?



Enjoying a big, man-sized hot meat sandwich at the new

Ireland's Mart

He means all his friends at Ireland's because man vote Ireland's the favorite dining spot for a quick, satisfying lunch. Yes, Ireland's Mart is the perfect place to meet fine food and friends.

5 W. 6th AVE. NEAR WASHINGTON
In the new Equitable Building

where's Attorney Opin N. Shutt?



Preparing a brief on Ireland's shrimp cocktail. He says it's an open and shut case that

Ireland's Mart

serves the most distinctive and delicious seafood cocktails he's ever tasted. Any judge of fine food would agree that Ireland's new Mart is the smartest place in town for good, quick snacks.

5 W. 6th AVENUE NEAR WASHINGTON
In the new Equitable Building

where's Reporter Newsnose?



Covering a big story at the new Ireland's Mart. He says there's big news of piping-hot clam chowder here. A famous headline. All the reporters declare it's the best news they've ever dished at.

Ireland's Mart

is so carefully prepared and served.

5 W. 6th AVE. NEAR WASHINGTON
In the new Equitable Building

where's Judge Gavelhead?



Just finishing his second piece of apple pie at

Ireland's Mart

the new Mart.

where's Mr. Blowtopp's secretary?



Taking a quick break for a steaming bowl of piping-hot clam chowder at Ireland's new Mart. She and her friends have discovered that the middle-of-the-afternoon slump disappears when they drop in for a quick energy pick-up of that delicious, nourishing chowder at

Ireland's Mart

5 W. 6th AVENUE NEAR WASHINGTON
In the new Equitable Building

where's Professor Bigbrain?

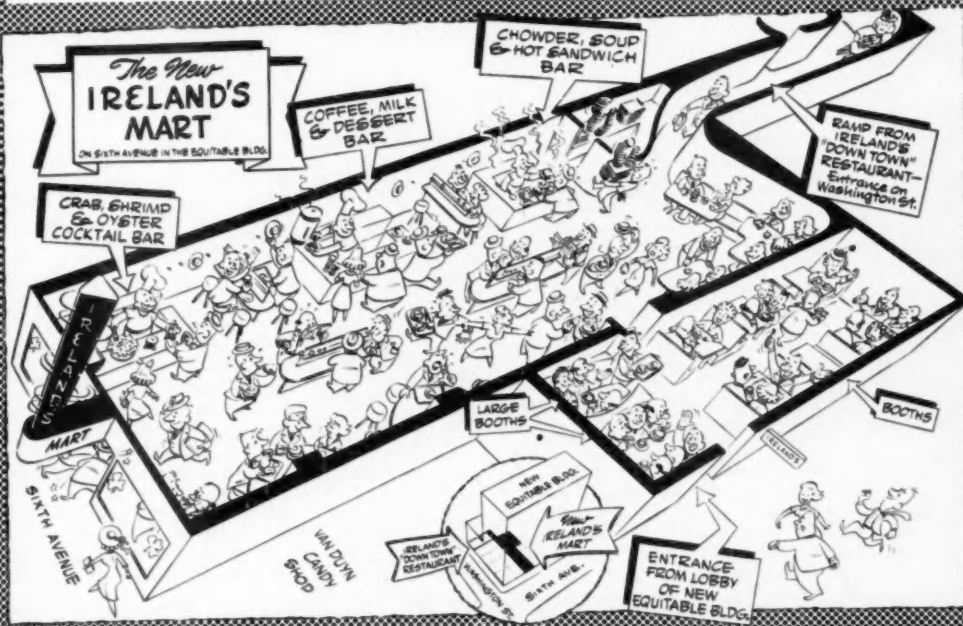


Taking notes on the delicious hot meat sandwiches at Ireland's new Mart. All the men he's talked to say an Ireland's hot sandwich makes a really big, man-sized meal. His research shows that

Ireland's Mart

is the smartest place in town for a good, quick lunch.

5 W. 6th AVE. NEAR WASHINGTON
In the new Equitable Building



One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING
ONE MAN'S OPINION

Yes, yes, Henry, I know you are publishing a magazine for direct mail users and that it would be better if we stuck more closely to that form of advertising in our little discussions, but frankly, there is little direct mail advertising I receive that moves me to comment favorably or unfavorably. Maybe the direct mail users have my number and see to it that I do not get any of their efforts.

Aside from two and three page letters I get from book publishers, ditto from magazine publishers, lengthy "news" releases from advertisers who would like to have a lot of space for nothing—all of which I have for a long time been throwing in the wastebasket—the advertising in my mail is very slim.

During the pre-Christmas season I received two pieces of advertising from candy makers, one from a fruit grower and one from a nut house.

Oh, yes, I received a piece from a jewelry outfit trying to sell me on using my credit which I was assured was good. If the paper hadn't been so slick I would have hung it up in the bathroom—for wiping the old-fashioned razor I still use.

That advertising, plus the mass of the same type used in the newspapers set me to writing a piece on this sort of sucker-bait. I got to the point in

my piece where I started to tell about a local jeweler's offer of wedding rings for 44¢ down and 44¢ a week and I went berserk. The good missus led me away from the typewriter, made me take a liquid sedative and put me to bed.

But let's change the subject.

Back in the early 30's I just couldn't see eye to eye with Herbert Hoover, but I am now willing to admit that his vision wasn't so bad. The prosperity he saw around the corner was there, as was the chicken in every pot and a couple of cars in every garage. History records that for a while there were so many chickens that the public would have gladly traded them for much less than their weight in round steak and boiling beef, and right now there aren't enough of garages to hold the cars—they are parked bumper to bumper, every night along all residential streets.

Maybe Mr. Hoover didn't have anything to do with this wave of prosperity, but I will have to admit that he foresaw it, and it is my present opinion that a goodly percentage of the public would be happier today if what Mr. Hoover saw around the corner had been merely a mirage.

Mr. Hoover is looking—or to be more exact, listening—around the corner again and what comes to his ears is the

result of what he saw back in the early 30's.

Says Mr. Hoover: "I get no impression of advancing civilization from singing commercials."

It is my sincere belief that more people, by far, share this impression than shared his impression that prosperity was hiding around the corner, and if Mr. Hoover came up with a sure-fire method of destroying this threat to civilization, I would, without any help from Mr. Gallup, be willing to go on record as predicting his return to the White House, even though it meant a slight reduction in the number of chickens and a few "for-rent" signs on double garages.

I have come to the belief that it has been the lack of the need for selling chickens, automobiles and everything else that gave birth to singing commercials. The prosperity that materialized around the corner made selling unnecessary and a holiday for advertising brains was declared. Advertising money, of course, had to be spent to cut down income tax returns and the advertising brains "on holiday" were called upon to concoct radio commercials that might appeal to the long-neglected brainless segment of the public. Over cocktails in night clubs, the owners of these brains "on holiday" have been dreaming up not only silliness to be sung, but dizzy drivel to be mouthed over and over again in tones in tune with the lowest order of thinking.

If such advertising is continued it will not only arrest further advance in civilization but we may soon find it on a par with that which existed in this country before it was discovered by Mr. Christopher Columbus. While a large percentage of the public is still normally sane, mentality of that part of it seeking a bit of entertainment via the radio, is endangered.

Just what Mr. Hoover could do about this situation I do not know. Should he favor barring such commercials he would be branded a foe of Free Enterprise. Any effort to convince big users of the air waves that it is not good advertising to insult the intelligence and annoy one part of the public to win favor of a small percentage of nitwits, would bring merely a horse laugh and figures showing increased sales.

Limits could not be put on advertising expenditures—that, too, would be a slap at Free Enterprise. However, I have a hazy idea that that end might be reached through other than law-passing. A way might be found to make it just

Deen Study

Lip-Curling Idea

Some Satisfaction



"What'll will I write for The Reporter?"



"I'll take a crack at perfumed advertising."



"Wonder what Henry will think of that?"

Three side views of George Kinter.

We were planning a little promotion piece to show what *The Reporter* is like. Wanted pictures of our regular contributors. George Kinter responded with three specially posed pictures, with captions. Too good to keep buried in our advertising department.

a little harder to earn what it takes to buy the chickens, automobiles, soap, cigarettes and other things advertisers are singing about and they just might find it necessary to quit singing and go back to selling—the kind of selling they had to do in years gone by, before the public was educated to the “easy-come-easy-go” method.

I hope no one will think that I am advocating another depression. I am just toying with the thought that people who really have to *earn* their spending money are a bit more careful in spending it—and that applies to advertisers. They, too, have been inoculated with the spirit of “easy-come-easy-go” and they apparently get more satisfaction out of tossing away a few million dollars to feature the antics of the brain children of the mentally deficient than spending half the amount on building good will and lasting respect.

Maybe Mr. Hoover, who in my opinion, has done more constructive thinking since he left the White House than he did while occupying it, can come up with an idea for curbing this threat to civilization. If he can, and he runs for President again, he will get at least one vote he didn't get back in 1932 even though it might mean a little more work for a little less money for all of us—including advertisers.

A PUZZLE

We liked the mailing recently released by P. R. Mallory & Company, Inc., 3029 E. Washington St., Indianapolis 6, Indiana. A stiff-cardboard, 8½" x 11" sheet with eight die cut numbered apertures in top half. The heading, “Let's Solve Your Contact Puzzle Here and Now.” Then three paragraphs of copy explaining how Mallory's line of eight types of standard electrical contacts will save manufacturing costs. A small envelope is tipped-on to the left side of card (flap up). Printed on it, “Perhaps our Solution is in This Envelope!”

Inside the pieces die cut from card . . . actual pictures of each type of contact offered. Prospect can finger and compare with design or product now being used. Attached to card is a return envelope and a questionnaire which engineer or designer can use in requesting recommendations and quotations. Darn good factual selling.

“This company doesn't deserve our business!”

“... JUST LOOK AT THIS MESSY LETTER!”



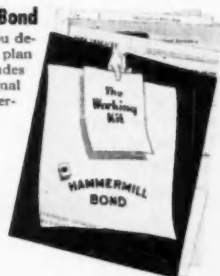
Sloppy-looking letters—soiled by erasure smudges—are definite *business liabilities*. That's why so many progressive firms today rely on **Hammermill Bond** to make the *right* business impression. Hammermill's firm, snow-

white surface takes quick, clean erasures . . . no need to retype a whole letter because of one little mistake. Your typists can finish their work *on time* . . . turn out crisp, clean letters that are a *business asset* to your firm.

Send for New FREE Working Kit of Hammermill Bond

A real “show-how” portfolio of new, practical ideas to help you design a letterhead that will represent your firm properly . . . and plan time-saving printed forms that cut down errors and waste. Includes specimen letterheads and forms, layout sheets, memo ideas, Signal System folder, envelope information and sample book of Hammermill Bond in all colors. Send coupon for your free kit today.

HAMMERMILL BOND



Hammermill Paper Company, 1621 East Lake Road, Erie, Pennsylvania
Please send me—FREE—the new Working Kit of Hammermill Bond.



Name

Position

(Please attach to, or write on, your business letterhead)

TR-1A

LOOK FOR THE WATERMARK . . . IT IS HAMMERMILL'S WORD OF HONOR TO THE PUBLIC



Playing POST OFFICE

By: Edward N. Mayer, Jr.
DMAA Past President

We really pulled one last month. One for which we are thoroughly ashamed. You may remember that we quoted excerpts from a piece by David Lawrence in which he commented on a speech made by Senator Douglas of Illinois. Lawrence made some sense to us in some of the things he had to say about subsidies in the postal service as they affected postal rates. We did not, however, agree with all of the things he had to say—and thought we had used only that part of his remarks that made sense.

However and inadvertently we included one sentence of his column with which we disagree entirely and for its inclusion we apologize humbly to the entire Postal Service from top to bottom. The Lawrence sentence that we included by mistake was:

"The federal deficit will not be overcome by attempts to discredit those who draw attention to the extravagance of government, its inefficiency of operation, its hand out of graft and its political corruption."

Although we've had lots of things to say about the Post Office and its officials and employees during the past years, that were anything but complimentary, we beg a humble pardon for even inferring second hand that we thought there was anything even resembling graft in the Service. We know better than that, and even the David Lawrences of this world should know too. There may be extravagance, inefficiencies and politics (name one private corporation in which they don't exist to some degree) but we can't reiterate too strongly our feeling that no graft of any kind exists in the Postal Service.

In about sixty days your local postmaster will be sending you mailing list corrections on a new and more complete Form 3547. The new form should be much more valuable than the old one. Through the cooperation of the Office of Deputy Assistant Postmaster General Nelson Wentzel, the new form contains all of the information mail users have been asking for during the past few years.

The information side of the form will be reproduced in next month's REPORTER, but in the meantime it is interesting to note that it will contain boxes to be checked by clerk or carrier that should make keeping a mailing list up-to-date lots easier. The old form, where either undecipherable handwriting or worn out rubber stamps made the whole question of understanding corrections a rather difficult game, will be a thing of the past. In addition to the usual lines for name, address, key number and forwarding postage required; there will be boxes covering the following: 1—Removed left no address, 2—Not found, 3—Refused, 4—Unclaimed, 5—No such address, 6—Deceased, 7—Other reason.

The new form will be 3 9/16 x 5 9/16 and will carry on the back of the card the following paragraphs which all mail users should read carefully:

NOTICE TO SENDER

"Please correct your mailing list in accordance with information furnished on the reverse side of this form."

Matter bearing a pledge to pay forwarding or return postage and that for which the addressee has guaranteed forwarding postage is forwarded or returned, rated with the postage due. Matter not bearing such pledge or covered by a guarantee is treated as prescribed by the Postal Laws and Regulations.

It should be clearly understood that the provisions for furnishing Form 3547 apply only to third and fourth-class matter sent out in the regular course of business for purposes other than obtaining the address of the person to whom the matter is sent. The facility may not be used in connection with mail matter sent out primarily for the purpose of collecting past-due accounts."

The new Form 3547 will certainly be helpful to all concerned—and the postal officials should be congratulated for working it out with interested mail users. In a further attempt to cooperate more fully with mail users, the Department will, with the distribution of the new forms, instruct postal employees to find out if the addressee is still connected with the company addressed. If the information is available a notation will be made under #7 (Other Reason) "No longer With Company."

If this system is going to work, it will mean that every corporation must be willing to cooperate with the Post Office and give that information to the carrier when the condition exists. Anything mail users can do to pass the word along to every company they contact will mean that much more in keeping mailing lists accurate and up-to-date.

Last month we said quite a bit about Public Law 363 and the effect it could have on the sale of cigarettes by mail. It was our understanding that this Law, passed in the last days of the Congress, made it mandatory for cigarette sellers in the eight non-taxing states to notify the interested state tax collector if they shipped any cigarettes to consumers in states that had a cigarette tax. What we overlooked was the fact that if cigarettes are shipped to other than dealers or distributors from any state to any other state the same information must be sent along. In other words, if cigarettes are shipped for private consumption from New York to Connecticut (even though both have cigarette taxes)—the New York outfit has to notify the Connecticut tax collector—who we suppose would be well within his rights to collect a second tax. Now we're more convinced than ever that the Law (363) is both unconstitutional and unworkable.

We're gathering quite a bit of information about State Laws that affect mail sellers—and will report to you about them in a few months. If you have any information about any of these local statutes, will you send them along to us—please and immediately too!

Here's an interesting item from a Postal Bulletin. Seems to me it's pretty typical of the desire on the part of the Postal Authorities to give better service and at the same time save money.

Experimental Handling of Undeliverable Double Postal Cards

"In an effort to develop a procedure which will simplify the handling of undeliverable double postal cards bearing the sender's address and pledge to pay return postage, an experiment is being conducted at the following post offices: New York, N. Y.; Chicago, Ill.; Philadelphia, Pa.; Los Angeles, Calif.; Washington, D. C.; and Boston, Mass.

Under the procedure tested the reason for returning the cards will be endorsed on the initial portion but the portions will then be reversed and postmarked so that the address on the reply portion will serve as the return address. No postage due is to be rated or collected on such cards, the prepaid postage on the reply portion being regarded as covering the return charge. Therefore, post offices to which such cards are returned shall deliver

(Continued on page 23)

The Post Office Department is conducting a campaign to get postal employees to encourage the use of Air Mail Special Delivery on Friday and Saturday mailings. It's a good thing for all direct mail people to remember, too. Air Mail only speeds your mail to city of destination, not to the individual. When Air Mail reaches destination, it goes through regular mail sorting and distribution. If you want special handling, especially when carriers are not active, you must use special delivery.

them without requiring payment of additional postage. The reply portions of double postal cards returned under this procedure may not be accepted for redemption.

The above does not apply to business reply or other double post cards."

Congress is back in session and in the very near future you're going to hear plenty about increased postal rates. As a good example of not believing everything you hear, we give you the story that appeared in one of the Washington papers Friday, December 16th. The story said that Senator Olin D. Johnston, Chairman of the Senate Post Office Committee had issued a statement that when Congress re-convened he was going to recall S 1103 (the Bill to increase Postal Rates). Loud were the cheers and many the interpretations of the statement. However, on Monday the good Senator issued another statement in which he said he'd been misquoted and couldn't possibly recall the Bill without the consent of the majority of his committee. What the papers didn't report in either instance, however, was the fact that the Senator was really interested in recalling his Bill for only one reason. The reason: To give the House Bill (H R 2945, a bill to increase Postal Rates) clear and speedy sailing to an early passage.

So . . . a Happy New Year to you too!

A secretary must know where her boss is every minute, so she can tell people the wrong place.

And while on the subject—When a secretary realizes that her boss wouldn't be worth fifteen dollars a week without her, she has to console herself with the fact that she wouldn't be getting her thirty-five without him.

From **Time Out**
h.m. Steel City Electric Co.
Pittsburgh 12, Pa.

ANNOUNCING A PARTY WITH A NEW TWIST

Arthur Martin Karl of Names Unlimited, Inc. moved from his old quarters on 45th Street to 352 Fourth Avenue, New York 10. He wanted to stage a combination house warming and Christmas party . . . so sent the following clever mail-order style announcement letter . . . with a piece of corrugated wall-covering attached.

NOW FOR A LIMITED TIME ONLY
THE OFFER OF OUR LIFETIME

Dear Friend:

If you act immediately you can save 35¢ and you will receive **ABSOLUTELY FREE THE BEAUTIFUL GIRL GUIDED TOUR** through the new offices of **NAMES UNLIMITED, INC.**, 352 Fourth Avenue on the 14th floor, to be held in connection with our **HUGE, GIGANTIC, MONSTER**

HOUSE WARMING AND CHRISTMAS PARTY.

Don't waste a minute. The price of the regular tour is 35¢ but if you clip the coupon and return it **NOW** you can guarantee your share of free drinks and hors d'oeuvres in addition to the **FREE TOUR**.

This is **POSITIVELY THE ONLY OFFER OF THIS KIND!** This astounding, amazing offer will not be repeated. **ACT NOW** and get the 35¢ Guided Tour **FREE**. Clip the coupon and plan to attend on Friday, December 16th, from 1:00 on.

You can examine the results in your office for ten days (or as long as you wish) and if you are not fully satisfied your complaint will be reciprocated.

If you act now we guarantee to send you

(Continued on page 24)

Working on a Small Budget

(Continued from page 16)

short of doing the job I'd like to see done.

Your magazine is interesting. I read it through each month. Yet I have never found anything specifically beneficial to me in my situation. I suspect there are many more persons like me, who, though not working with five and six digit budgets, still try to do a top quality job within their scope.

My congratulations to you and Mr. Russakoff. I hope in the future you will hit the same subject more often.

J. Y. POWELL

Wessendorff, Nelms & Company
Advertising Manager
320 Franklin Avenue
Houston 13, Texas

Step Up Your Mail Results with RETURN-A-CARD Letters

Return-A-Card Letters put a preaddressed order card or envelope at your prospect's fingertips and keeps it there until he uses it. There's no chance of your card being misplaced . . . no lost orders because of lost cards!

THE CARD IS
ATTACHED
TO THE
LETTERHEAD



RECENT EXAMPLES OF HOW RETURN-A-CARD LETTERS INCREASE RESULTS BY MAIL

"First mailing of Return-A-Card Letters has brought a return of 23%, far better than the same letter did on ordinary letterheads. Second mailing pulled 1,100 out of a total of 10,000 mailed."

National Photo Dealer (subscription campaign)
"We received 9.2% in orders from the 25,000 pieces mailed."

Angler's Products Co. (Cull-ettes Sales Campaign)
"Returns so far show that your Return-A-Card mailing, for our Cancer Fund Drive, has produced triple the results than in any previous year."

(Beltville Committee)
Return-A-Card Letters cost no more than ordinary letterheads. You can make a Return-A-Card mailing for as low as 1 1/2 cents per set up to 3 cents per set depending on quantity. This includes a two-color letter with the Return-A-Card printed and attached and a special window outside envelope to fit. Write or call to see samples of these improved mailing pieces.

Tested Sales Producers, Inc.
131 West 53rd Street • New York 19, N. Y.
PLaza 7-8573

An
interesting,
instructive,
human book
for begin-
ners and old-
timers in
direct mail.
Reads like
a novel.
\$1.50

GRAPHIC BOOKS, Inc.

17 East 42nd St., New York 17.

MAILING LISTS

Business Execs.	Mail Order Buyers
Conversers	Mothers
Career Girls	Neighborhood Lists
Contributors	Purchasing Agents
Club Members	Professional People
Factory Workers	Sportsmen
Farmers	Stockholders
Gov't. Workers	Television Owners
Home Owners	Veterans
Housewives	Wealthy Men, Women

Catalog sent FREE on request

DUNHILL

INTERNATIONAL LIST CO., Inc.
545 Fifth Ave., N. Y. 17, PL 3-0833
1830 Jefferson Place, N. W.
Washington, D. C., Republic 4111

LET THIS . . .



Guide you to better Direct Mail

This orderly, thorough, down-to-earth year-long study program in all the ramifications of a VERY BIG subject . . . will help you to avoid the pitfalls and to increase the power of your Direct Mail. (Entire Cost . . . \$115)

Send for my twenty page prospectus.
Write personally to
HENRY HOKE
17 East 42nd Street, New York 17, N. Y.

THE 100,000 SELECTED OWNERS OF U. S. PLEASURE CRAFT AND PRIVATE PLANES

All-Male Purchasing Power Luxury
Travel Adventure Technical

Entire list completely circulated every
60 days by our own publications. 97%
address accuracy guaranteed.

LISTS THAT PAY OFF. SEE YOUR BROKEN
BOAT & EQUIPMENT NEWS
224 East 41st Street, New York 17, N. Y.
AIRCRAFT & EQUIPMENT NEWS

YOU CAN HAVE YOUR

CATALOGS & DIRECT MAIL

WRITTEN • DESIGNED • PRODUCED
BY EXPERTS AT LOW COST
Consultation Without Obligation

Paul Muchnick Co.

Mail Sales Promotion
150 Nassau St. New York 7, N. Y.
WO 0rh 4-6536

HERE'S YOUR ANSWER
TO SOARING DIRECT-
MAIL COSTS
DIRECT-MAIL COMBINE-VELOPES
The 4-in-1 Direct-Mail Sales Package
Include Outgoing Envelope, Sales
Letter, Order Form, Return Envelope.
Delivered Ready to Address.

Write
THE SAWDON COMPANY, INC.
484 Lexington Ave., New York 17, N. Y.

home post haste and in good shape.

TO PROVE OUR SINCERITY IN MAKING THIS OFFER WE ARE ENCLOSING FOR YOUR INSPECTION A PART OF THE WALL OF OUR BEAUTIFUL NEW OFFICES.

Don't fail to send the coupon. Here is what you will get:

1. 35¢ Guided Tour ABSOLUTELY FREE
2. Introduction to employees with whom you have worked.
3. A Names Unlimited Cocktail.
4. A very pleasant afternoon.

YOU MAY KEEP THE SECTION OF WALL WHETHER OR NOT YOU TAKE ADVANTAGE OF THIS OFFER.

The coupon at bottom of letter read:

Names Unlimited, Inc.
352 Fourth Avenue, N. Y. 10
Gentlemen:

Please make my reservation for the 35¢ Guided Tour. I understand if I come to the House Warming Party, Friday, December 16th, I will get the Tour ABSOLUTELY FREE. I will keep the piece of wall.

Name _____
Company _____

P. S. by Reporter: The party lived up to its promotion. The walls, and everything, were beautiful.

SO LONG, MILES - - -

by Whitt Northmore Schultz

REPORTER'S NOTE: On page 25 of the December issue of *The REPORTER* . . . there appeared a friendly letter from Miles Kimball, President of the Miles Kimball Company, Oshkosh, Wisconsin.

Miles made suggestions for future stories. Our answer was a request for Miles to start the ball rolling by writing the first in the series. That article will never be written. For 43-year old Miles Kimball died of a heart attack on December 9th . . . the day our magazine was put in the mails.

Miles developed a large and successful mail order operation in Oshkosh. For a time he was president of the Mail Advertising Service Association and he has been on the Editorial Advisory Board of *The REPORTER* for the past three years. He had thousands of friends and hundreds of thousands of satisfied customers all over the country. His death was a great shock and a great loss to all of us.

Just as I was preparing to write about him and his work, the mail brought me a clipping from the Highland Park (Illinois) Press, which I'll use in place of an item of my own. Whitt (remember his September story?) says it better, anyway.

He was one of the finest men I've ever known. . . .

That was Miles Kimball, one of America's leading businessmen, who slipped away quietly the other evening at the young age of 43.

His life was just beginning.

With his bright and clever mind, and a great deal of hard, 18-hours-a-day work, he took \$10 and made it into \$1,000,000 plus.

How?

By treating his customers well.

He started business up in Oshkosh without a customer.

When he slipped away, he had over 500,000 customer friends, a great many of them from the North Shore and several from Highland Park.

He was a mail order genius. He knew what the American people wanted . . . and he gave these products to them via some of the cleverest mailing pieces ever conceived in the

billion dollar mail order industry.

A REAL LEADER . . .

"The customer is always right" were not mere words for Miles Kimball. He believed unquestionably in that philosophy . . . and when a customer wasn't pleased, a speedy, quibble-free adjustment was made by return mail.

More than any other man, Miles Kimball gave me the positive rules to follow in the challenging business world.

He gave these rules to many others . . . for he had many friends . . . and he enjoyed sharing his experiences.

He was out to help his fellow man.

He devoted his life to making our nation a finer place to live.

AN OUTSTANDING MAN . . .

Miles Kimball practiced, everyday, The Golden Rule in business. He always treated others as he wished to be treated. His hundreds of employees in his giant factory will verify this.

"There's no one more important than your customer. Treat him well. Do this and you'll be successful," he told this mail order neophyte . . . and it's the wisest business counsel I've ever received.

We need more men like Miles Kimball—not only in the mail-selling field, but in public life, for his Yes-To-Life philosophy was made of the strength that built America.

Miles Kimball has passed on to a finer world. His lovely wife, Alberta, and his only daughter, Mary Louise, will miss him greatly, as we all will.

But Miles Kimball left a high goal for us to reach. And if we reach that goal, ours will be a better life.

So long, then, Miles.

It was really wonderful being a friend of yours.

CLEVER...

is the word for a letter received by Duke Alexander from a Wilmington, Delaware Dress and Gift Shop. Came in a #6 1/4 envelope, with only the address printed on flap. Inside a 6 1/4" x 9 1/4" sheet of paper covered by a loose sheet of red cellophane. Only words visible through the red were "Beware" at top and the very feminine signature of "Marjorie W. Speakman" at bottom. A bit intriguing for a male. Remove the cellophane . . . and there's a letter multigraphed in red ribbon (neutralized from vision by the cellophane). The letter reads:

Dear Sir:

Lest you forget that Christmas is almost here, we offer an eleventh hour reminder!

Our shop is filled with gifts for men to give women: lovely gifts women really like to get.

Our staff of saleswomen is adept in helping men select just the right gift.

In fact, at Christmas time, we suddenly become quite a man's store.

Lots of men phone us their gift problems. Others stop in. Either way, we can be of real help to you. We'll select—and even wrap and deliver . . . at prices to suit you!

As an added convenience to you, we will remain open until 9 o'clock every Friday night until Christmas, and until 9 o'clock

Wednesday, Thursday and Friday, December 21, 22 and 23.

Good selling. The address, Delaware Ave. at Tatnall, Wilmington, Delaware, should possibly have been repeated on the letter sheet. Otherwise . . . 100%.

NEW PARCEL POST C.O.D. SYSTEM CUTS SHIPPING ROOM PAPER WORK

A system for handling shipments of C. O. D. Parcel Post Mail, approved by postal authorities, practically eliminates one of the principal headaches of firms shipping C. O. D.—the many duplicate forms and records that must be filled out.

The SIMPLIFORM C. O. D. SYSTEM, developed by Simpliform Business System Company, 2035 Washington Avenue, St. Louis 3, Mo., involves the use of pre-numbered printed forms which combine all needed tags and records in a set of

perforated strips with interleaved carbons.

A typist or shipping clerk merely addresses one mailing label and automatically produces the C. O. D. mailing tag, post office mailing receipt, office postal receipt form, customer's advice of shipment and office record copies. Seven steps are saved over the old method of preparing parcel post C. O. D. mail, and time is saved at the post office because ten packages can be receipted at one time.

Flexibility of forms is provided in the SIMPLIFORM C. O. D. SYSTEM so that any combination of records can be obtained. Use of the pre-numbered carbon forms cuts out duplication of work and avoids errors in transcribing. If interested, you can get good descriptive folder and samples by writing to the St. Louis address.

MAKE THIS TEST

How difficult is it for your friends or customers to reach you on the telephone?

(Continued on page 26)

We Can Make

a good advertising manager into a better one!

And here's why . . .

1. We can relieve him of the perplexing details of direct mail advertising production and distribution.
2. We can give him more time thereby to devote to his job of managing the advertising of his firm.
3. We can make it easier for him to use direct mail advertising by actually doing the work for him.

We can do all this, because we are Mail Advertising Service Association, International (M.A.S.A.), an organization of more than 650 direct mail advertising specialists all over United States and Canada. Each of our members owns and operates his own establishment and has been found proficient in his specialty before being invited to join M.A.S.A.

Some of our members create, produce and distribute direct mail advertising . . . others specialize in certain activities such as—mailing, mailing lists, multigraphing, mimeographing, typing, addressing (typewriter), addressing (longhand), addressing (mechanical), personal-

ized letters, speedball personalizing, private mail list maintenance, creative art, plans, ideas, copy, printing, offset, lithography, planographing, addressograph, plate making, Elliott stencil cutting, folding, collating, inserting, display shipping etc.

Some folks call us lettershops . . . some mailing list houses . . . but just as a rose by any name is still a rose . . . so it is with M.A.S.A. members, who by any name are still direct mail advertising specialists in every sense of the words . . . who have the "know how" to make an advertising manager's job an easier one and a more effective one.

We shall be happy to send you a list of M.A.S.A. members who can serve you . . . if you will just request it.

MAIL ADVERTISING SERVICE ASSOCIATION, INTERNATIONAL
18652 FAIRFIELD AVENUE • • DETROIT 21, MICHIGAN



EVER SEE A BUSHEL WITH A CELLOPHANE WINDOW?

"Hiding your light under a bushel" has never been considered an American virtue. As a nation, and as individuals, we've always believed in taking full credit for all our accomplishments.

In keeping with this fine American tradition we have cut a cellophane window in our bushel, so that you may see our candle and the flame that burns on it. It was lighted, this time, by Mr. John Stevenson, Vice-President of the Greystone Corp.—owners of the Fiction Book Club—who says, of one of the many Circulation Associates services:

"We believe that the success of The Fiction Book Club Contest last year was in great part due to the careful attention given by Circulation Associates to all of the many details involved in registering the entries, judging the answers, and maintaining the voluminous correspondence involved.

"Our hat is off to you for a conscientious, intelligent job well done!"

Sure, it's nice to have people say nice things about the work you do for them . . . whether it's contest-judging, list-maintenance, circulation-fulfillment or any other Direct-Mail operation.

But you have to do nice things to merit that sort of praise. And that's exactly what we've been doing, for some of the country's top mail users, for years and years. We can do the same thing for you, if you say so, at the first opportunity. Just write to the address below, or telephone COLUMBUS 5-3150 right now!

NOTE: A postcard with your name and address . . . and the words "SEVENTEEN STEPS" . . . will bring you full information on Circulation Associates' "SEVENTEEN STEPS TO RESULTFUL DIRECT-MAIL ADVERTISING" . . . a complete practical course in Direct-Mail technique and procedure from the initial planning of a campaign to the final analysis of returns. Drop your card in the mail today!

CIRCULATION ASSOCIATES

Circulation Fulfillment • List Compilation And Maintenance • Stencil Cutting • Triple-Head Multigraphing • Offset Lithography • Letter Press Printing • Addressing • Mailing • Complete Mail Campaigns •

1745 Broadway • NEW YORK 19, N. Y.

Every once in a while . . . go out of your office and call yourself on the telephone. If you cannot disguise your voice . . . get a friend to make a call and listen in. You may be shocked. During the past year, we've noticed an increased snootiness on the part of telephone operators and secretaries. "Who is calling?"—"How do you spell the name?"—"What do you want to talk about?" . . . they demand. Sometimes they even come back on the wire and want you to spell it all out again.

It's irritating. We asked one business man why he allowed such tactics. He said, "to avoid insurance agents." He admitted he only got one or two such calls a month. But here he was . . . sending out batches of mail, pleading for business, suggesting that his prospects and customers write or call him. When they react to the direct mail and try to call . . . they are treated as intruders. The most irritating operator we've encountered answers the phone of a lettershop (imagine). She demands name, company, reason for call, etc. . . . then winds up by telling you the boss is away for a week.

Now please girls (if you happen to see this item while reading the boss's copy) don't think for a minute that we think you are all bad. The bad ones are made worse by comparing them with the perfect phone receptionists. We could print an honor roll, but it wouldn't be fair to the ones we missed.

At any rate, you direct mail users . . . check your telephone answering system. If you are using the mail to get inquiries . . . if you are exposing yourself to answers by letter or by phone . . . be sure your prospects are not being irritated and possibly lost by the stuffy stone wall of exclusiveness you have built around you. And don't think exclusiveness and hard-to-get-at-ness are indications of greatness. Some of the "biggest" folks in business are the easiest to reach.

Don't let your telephone operator or your secretary wreck the goodwill or the business you are building by mail.

Maybe this year of 1950 is a good time for "business" to start all over again on definite programs for training employees. All employees . . . but especially those who deal with the public, either by mail or by phone or in person.

One good source of material is . . . the recent two-section report issued by The Dartnell Corporation, 4660 Ravenswood Avenue, Chicago 40, Illinois. It is entitled "Training Clerical Employees." First section, "Purposes of Training." Second: "Methods of Training." Report resulted from a year of interviewing more than 150 com-

panies. Reveals that few companies are satisfied with training given in commercial subjects by the nation's schools. We were glad to see that "telephone courtesy" was part of programs by some companies. The Dartnell report is available at \$7.50 per copy.

Incidentally, we were telling Les Suhler of Look (who dropped in for a visit) about our gripe on telephone operators. He said that in addition to calling ourselves on the phone, we oughta send ourselves a few orders or inquiries by mail, just to see how the people in the office take care of them. You may think you have a fool proof system for handling, fulfilling, etc., but the best of systems go haywire. So, Les, we've added your item. It's a good idea.

THE BEST OF THE CHRISTMAS APPEAL LETTERS

Many charitable organizations were plugging hard during the pre-Christmas season. We are commenting elsewhere in this issue (page 9) on the whole "situation." The best letter in our estimation came from the Madison Square Boys' Club, 301 East 29th Street, New York 16, N. Y. It was multigraphed with a one-line fill-in. Above the fill-in was a tipped-on 3¢ stamp. Clipped to the letterhead was a 4" miniature knitted red stocking. The letter was so good . . . it deserves reprinting.

Dear Mr. Hoke:

Did you ever have your Christmas gifts come back to you for repairs? Well, that is just what has happened to us at Christmas.

From Bellevue Hospital we have received a number of broken tricycles, scooters, wagons, baby carriages and other toys. For years these toys had been used by the patients in the various wards of Bellevue. The nurses felt that they were so worthwhile that they have asked the boys in the Club to repair and send them back so that they can be used again.

Our boys were kept busy working on these toys which originally came to us in 1946 as rejects from a manufacturer who valued them at \$6,000. The boys repaired these toys and sent them to the various wards at Bellevue Hospital and now they are back again for a new lease on a serviceable life.

The boys have made a discovery that by making others happy they make themselves happy. You yourself, I feel, learned this lesson years ago or I would not be asking you to give to the Madison Square Boys' Club so that we in your name could give needy boys a chance.

A gift to the Madison Square Boys' Club is a lasting character-building gift that helps a boy to grow to a man who is even better than the neighborhood from which he came, and often better than his home, due to such

help which through your kindness the Club has been able to give him.

I hope that this Christmas with all its joy and happiness that you will remember the enclosed Little Red Stocking and the lasting Christmas help it can bring back for some boy, so that he may learn, through the Club that there is happiness for himself when he makes others happy.

Like these toys which have lasted so long, your gift not only gives happiness at Christmas time, but lasts a lifetime. Boys! when they get older, do appreciate the service the Club has given them as kids. I remember one of the alumni calling me up and saying "The Club has a new member. We have a boy weighing 8 lbs. 8 oz., and I want to register him." It is in these unexpected ways that boys show appreciation, and we do get a feeling that we are really helping.

I do hope you will return this little Red Stocking with your gift; in any case, will you please return the stocking?

With best wishes for a pleasant holiday season.

Sincerely yours,
(signed) Albert B. Hines
Executive Director

Enclosed with the letter was an unstamped return envelope. Attached to it was this apology slip:

AN APOLOGY to CONTRIBUTORS

We are currently testing mailing list's of names which interested persons furnish to us.

Because of this, you may receive duplicated letters, especially if your name appears on more than one mailing list. Please bear with us as the cost of checking your name with each list is prohibitive.

If you are already contributing, won't you please forgive us and would you pass on this request for a gift to one who might desire to help our boys and our work at this time?

The REPORTER hopes this Christmas campaign was successful. Al Hines has done a swell job all through the years. So have other members of the Financial Secretaries Association.

AN EMPTY WRAPPER AND A SPINNING COIN DRAMATIZE A TRADE PAPER'S SERVICE TO INDUSTRY

To dramatize its service to drug store operators, AMERICAN DRUGGIST, 522 Madison Ave., N.Y., decided to publicize a continuing editorial feature called "The Silver Dollar Jackpot—a new clerk training idea."

This editorial feature hits hard at a serious problem facing both manufacturers and retailers today. Sales clerks aren't selling. To help solve the prob-

For Winning Forms BE AHEAD with RISING

For forms of clean appearance, sharp printing, and good wearability—Rising Bond is the paper to choose. Ask your printer if he does not agree that the best paper for forms is

Rising Bond

- ✓ White and 5 colors
- ✓ 25% rag
- ✓ 4 weights
- ✓ Envelopes in six sizes
- ✓ Excellent printing surface for engraving, lithography, gravure or letterpress



WHEN YOU WANT TO KNOW... GO TO AN EXPERT!



Rising Papers

ASK YOUR PRINTER... HE KNOWS PAPER!

Rising Paper Company, Housatonic, Mass.

May 1950 bring you SUCCESS
PROSPERITY
and PEACE

Industrial List Bureau

45 ASTOR PLACE GRamercy 5-3350 NEW YORK 3, N. Y.



Have 'em Lithographed because you'll get a beautiful job in record-breaking time.

Have 'em Lithographed by Peerless because we're equipped to handle any kind of lithographing job—large or small—one or multiple colors on high-speed presses. Write or phone next time you need GOOD printing QUICK.

PEERLESS LITHOGRAPHING CO.

4305 W. DIVERSEY AVENUE

Dept. 41

CHICAGO 39, ILLINOIS

Sure!
LETTERHEADS
tool Only
\$245 per 1000
Black Ink
in 100,000 lots

FREE SAMPLES
WHITE

Professional MAILING LISTS

Physicians, Dentists, Osteopaths, Drug Stores, Nurses, Chiropractors, Chiropodists, Veterinarians, Hospitals

- Corrected daily.
- Stencil addressing at low cost.
- Write for count bulletins and prices.

Fisher-Stevens Service, Inc.
345 Hudson Street
New York 14, N. Y.

When you
need
**RECENT
BIRTH
LISTS**

Remember
WM. F. RUPERT
Compiler of **NATIONAL
BIRTH LISTS EXCLUSIVELY**
for the past fifty years.
90 Fifth Ave., New York 11
OR 3-3523

ADVERTISING ART

Complete art service, all media, experienced in preparation of direct mail pieces. **THE PRICE IS RIGHT!** New Yorkers call WH 3-4575, others write

Production Central Art
109 Broad St. New York, N. Y.

Productive Mailing Lists

Commercial-Industrial-Educational
Ministerial-Professional-Individuals
Write for counts and prices on
Your List Requirements

Fred B. Forrest
P. O. Box 54, GRAVETTE, ARKANSAS

ENVELOPES

Best Grade 24 lb. White Wave
5.0J ± 6J (3, x6J) Pld. B lk. lmk c/c @ \$2.7/m
5C00 ± 10 (4, x9J) Pld. B lk. lmk c/c @ \$4.00/m

ATOMIC ENVELOPE CO.
108 W. 17th St., N. Y. 3, N. Y., AL 3-2425

lem, AMERICAN DRUGGIST invented a novel clerk-training idea. Feature articles promoted this idea to every independent drug store in the United States, every manager of a chain drug unit, executives in department stores having drug departments, and chain store headquarters.

Each month, a roving reporter tells how drug store clerks missed opportunities for related item sales. He gives silver dollars to those rare clerks who mention related items, or at least try to trade up a sale in some fashion.

Then, in October, AMERICAN DRUGGIST contained an article announcing the conversion of this Silver Dollar Shopper idea into a jackpot of valuable prizes which will be awarded each month to the clerks who did the best job of trading up the Silver Dollar Shopper's purchase.

In promoting this editorial feature to advertisers and agencies, E. W. Timmerman, Publisher, and Wallace Forster, Sales Manager, decided on an intensive four-part campaign, to be concentrated within a three-week period.

The first promotion piece was a teaser. An empty magazine mailing wrapper was sent to advertiser and agency lists. On it was surprinted in red, "This wrapper may look empty... but read inside."

Inside, a brief message gave the forthcoming editorial article a build-up and urged the advertisers and agency people to look for it when they got their October copy of the AMERICAN DRUGGIST.

Right on the heels of this teaser mailing came the October issue of AMERICAN DRUGGIST itself, in the same wrapper, and again the surprinting on the wrapper referred to the Silver Dollar Jackpot article.

Then, within a few days, came an impressive 4-page, two-color folder on heavy stock. A silver spinning coin, about the size of a silver dollar, was pasted on Page 1 of the folder.

A knob on one side, and an arrow containing the words "You Win" on the other, added some retention value to the coin, for with it, the recipient might put it to such a useful purpose as deciding who would pay for a lunch. In addition, it carried the message "AMERICAN DRUGGIST Silver Dollar Jackpot... to pep up retail selling" on one side. On the other, the theme of the editorial effort called "Quick dollars for quick clerks." The folder itself went on to explain just what AMERICAN DRUGGIST was doing in terms of editorial help to cope

with the problem of retail selling and how advertisers could tie in with it.

At the same time, all the AMERICAN DRUGGIST space salesmen had been provided with the "Silver Dollar Spinner Coin." These gave them the opportunity to describe the editorial feature on each sales call and to tell what it meant in terms of high readership and advertising opportunity. It also gave them something to leave behind with advertisers and agency people to remind them of this story and to tie in again with the two promotion pieces and with the October issue of *American Druggist*.

All this was coordinated into one package of specialized promotion concentrated within a span of less than 3 weeks.

HOW MUCH DO YOU KNOW ABOUT PRINTING?

Neil B. Powter has done it again. Before the last war, Neil (who is advertising manager of the Howard Smith Paper Mills Limited, Montreal, Canada) wrote and produced some of the world's best examples of promotion for direct mail and the Graphic Arts. Some of it was snatched for items in *The Reporter*.

The war forced Neil to limit his activities. But now he is back with a BANG. We've read his 78-page, paper bound 8 1/2" x 11" book entitled, "The Fundamentals of the Printing and Duplicating Processes." It is the clearest, sanest, most helpful description and detailed analysis of the "four kinds of printing" we've ever experienced. It takes you step by step, in nearly kindergarten fashion (wonderful) through every operation involved in "transferring characters or designs from one surface to another to produce useful literature or documents." And that includes mechanical addressing, multigraphing, mimeographing, bindery operations, etc.

The material was gathered during Neil's twenty-five or more years in the paper and printing industries, and with the cooperation of Canadian and U. S. A. manufacturers, plus some illustrative help from Leo Joachim's Production Yearbook.

The Powter book is being distributed free of charge by Howard Smith Paper Mills to Canadian printers and

users of printing. We don't know what the policy will be on requests from below the border . . . but Neil has always been most cooperative. He really should charge for it. As a textbook for beginners or a refresher for old-timers, it's worth one, two, three, four or five bucks . . . or as much as the traffic will bear. To our knowledge, there has never been anything on the subject so completely complete and satisfying. Thanks, Neil, for doing it.

COORDINATION

Trade paper advertising and direct mail . . . are coordinated nicely by Elastic Stop Nut Corporation of America, 2330 Vauxhall Road, Union, New Jersey. Sales Promotion Manager Bruce F. Linck showed us excellent example . . . how he took a very well accepted (by company officials and customers) trade ad and worked it into a self mailer, by rearranging art work and

(Continued on page 30)

*don't leave it
to chance . . .*

The choice of a mailing list should be no more governed by chance than the careful preparation of your mailing piece.

We have long supplied mailing lists **tailored to the product . . .** lists of consumers who are interested in purchases through the mails.

willie MADDERN, inc.

LIST BROKER

215 Fourth Ave.
New York 3, N. Y.
Oregon 7-4747

BEARINGS
PULLEYS
ROLLERS

A few of the many applications where Lignum-Vitae products are solving difficult problems:

COMMERCIAL ROPE
Fibers for ropes, cables, slings, etc.

INDUSTRIAL CONVEYORS
Fibers for rollers, pulleys, etc.

VEHICLE COMPONENTS
Fibers for rollers, pulleys, etc.

MINING EQUIPMENT
Fibers for rollers, pulleys, etc.

CONSTRUCTION EQUIPMENT
Fibers for rollers, pulleys, etc.

AGRICULTURAL EQUIPMENT
Fibers for rollers, pulleys, etc.

BY YOUR SERVICE
If you have a specific problem, our Engineering Department will gladly help you without obligation. We are experts in your service.

LIGNUM-VITAE
PRODUCTS CORPORATION

DIRECT IMPORTERS - DEALERS - FABRICATORS
Manufacturers of "Long-Life" Lignum-Vitae Products
for Industrial Applications Since 1923

24-240 BROAD AVENUE - JERSEY CITY 2, N.J.
(Telephone) AT 6-1400

G U T S !

Mr. Venetian Blind Buyer.....

We know "GUTS" is a rough word...but it is so descriptive! When you want to eloquently describe someone or something that "CAN STAND UP AND TAKE IT"....You say, "HE HAS GUTS" or "IT HAS GUTS!"

Can you say the same for the Venetian Blinds you are buying and selling for the homes of your customers, whom you want to keep satisfied and coming back to your store for more and more other merchandise?

Read the "behind-the-scenes" trade letter we recently sent to the Venetian Blind Industry. We feel you are entitled to read it too!

After you have read it - and consider that Genuine "Long-Life" Self-Lubricating Lignum-Vitae Pulleys, cost so little and do so much...you will understand why....

FARSIGHTED VENETIAN BLIND BUYERS ARE INSISTING ON GENUINE SELF-LUBRICATING "LONG-LIFE" LIGNUM-VITAE PULLEYS BEING USED IN THE HEAD RAILS AND CORDLOCKS OF STOCK AND CUSTOM VENETIAN BLINDS THAT ARE BEING SOLD THROUGH THEIR STORES.

Don't settle for "something just as good"...."or something that is stained to look like Lignum-Vitae Pulleys"....but insist on the GENUINE "LONG-LIFE LIGNUM-VITAE PULLEYS IN HEAD RAILS AND HARDWARE ...because it means customer satisfaction assured...less complaints and service calls.

Yours for better and more efficient Venetian Blinds

LIGNUM-VITAE PRODUCTS CORPORATION
Samuel E. Gold,
Sales & Advertising Manager

P. S. We'll be glad to send literature on request.

OPERATION UNDER
STRESS (TENSORS),
Belts and rollers for
the Lignum-Vitae
Mining Equipment


CONVEYOR SYSTEMS
Lignum-Vitae
Pulleys and rollers for
the Lignum-Vitae
Mining Equipment

AGRICULTURAL EQUIPMENT
Lignum-Vitae
Pulleys and rollers for
the Lignum-Vitae
Mining Equipment

VEHICLE COMPONENTS
Lignum-Vitae
Pulleys and rollers for
the Lignum-Vitae
Mining Equipment

INDUSTRIAL CONVEYORS
Lignum-Vitae
Pulleys and rollers for
the Lignum-Vitae
Mining Equipment

COMMERCIAL ROPE
Lignum-Vitae
Pulleys and rollers for
the Lignum-Vitae
Mining Equipment



HOW MUCH COPY . . . can you get on a sales letter? Reproduced above (reduced from a two-color 8 1/2" x 11" sheet) is one of a series of letters being used by Sam Gold to put across Lignum-Vitae pulleys for venetian blinds. This went to store buyers, while other parts of campaign went to manufacturers. Notice the tough copy . . . the cataloging of sales points in margin . . . and pictures of products at bottom. Sam believes in telling his whole story in every mailing. He is selling an industrial product, but using every trick or technique of the mail order operator. Artists or "preference surveys" might argue that such crowded letters are abortive . . . but Sam can give them a crushing rebuttal. His incoming mail . . . and his production records. Terri!

ONLY 1 1/4¢ PER NAME
List Cost (average)
can bring you

**THOUSANDS OF NEW
MAIL ORDER
CUSTOMERS
in 1950!**

This includes royalty for one-time addressing of **CUSTOMER LISTS** of **OTHER COMPANIES—AND ADDRESSING** on your envelopes to your choice of over

4,000 MAIL ORDER MARKETS
or **LISTS** through **MAIL ORDER LIST HEADQUARTERS.**

Write all about it to
Dept. R-12

MOSELY SELECTIVE LIST SERVICE

Mail Order **LIST** *Headquarters*

38 NEWBURY STREET
BOSTON 18

NEW MAIL ORDER CUSTOMERS IN VOLUME

Send This Issue To Your Friends ...WITHOUT CHARGE

The Reporter of Direct Mail Advtg.
17 E. 42nd St.
N. Y. 17, N. Y.

Please send a free copy of the January 1950 issue of "The Reporter of Direct Mail Advertising" with my compliments to the persons listed below:

To _____

Address _____

City _____ Z State _____

• • •

To _____

Address _____

City _____ Z State _____

• • •

To _____

Address _____

City _____ Z State _____

• • •

To _____

Address _____

City _____ Z State _____

• • •

To _____

Address _____

City _____ Z State _____

• • •

To _____

Address _____

City _____ Z State _____

RA-1

Sender _____

Address _____

copy. That worked so well, he then reworked the second version into a four-page letterhead which is furnished to district managers and salesmen, with their names imprinted, for use in correspondence. Says Bruce Linck: "We have found this a very satisfactory way to get product information into the hands of both customers and prospects. As a bonafide letter, the addressee is virtually certain to read it; there is a better than even chance that some product feature—or some morsel of institutional value will be painlessly digested."

This reporter has been after a good article on the subject of coordinating direct mail with trade paper advertising. Not so much the actual re-use of art work, engravings, copy, etc. . . but the relative value of each without being competitive. In other words, the value of each when supporting the other. Do any of you readers (industrial preferably) have any figures or tests to prove that results from either medium were improved by adding the other with proper coordination?

For instance . . . we heard of an interesting case in a specialized religious field (but are not permitted to give all facts, names, etc.). Mail subscriptions to the service had been falling off considerably. It might have been the weather, season, or something. But the circulation manager was worried. He inserted relatively small space ads in a national coverage religious paper in his field. After two insertions his direct mail returns took a big turn up. That, too, might have been due to weather, season or something—but he figured that people getting the direct mail remembered seeing the ad in a reputable paper of their choice and it built "familiarity" and "dependability" into his mail appeal. Incidentally, the space ad did not pay its way.

We'd like to get similar quotable stories in the industrial field. Who will volunteer?

FILE THIS IDEA FOR NEXT YEAR

C. H. Andrews, Jr. (Andy) President of the Surplus Materials Corporation, Stryker, Ohio wanted to inject some holiday cheer into all the letters he sent out during the month of December. He printed the following sketch on the back of all his letterheads, in

red ink. Width, 5½". The red ink was just strong enough so that it showed through the paper faintly on the typing side. Recipients could see Santa's smile as they read the letter. The Reporter intends to adapt this idea for December 1950.



Another good idea developed by Andy for his end of the year release to 100,000 prospects, a 9½" x 12¼", 8-page catalog of all surplus materials available. Folded in half it became a self-mailer. Printed at the bottom of the address side was a little cartoon



(reproduced here) with the following slogan: "Make the mails pay you dividends. . . Study our inventory. Use our salesman. . . Any letterbox!" That is good selling.

PROTECTION AGAINST FRAUD

Herman Herst, Jr. (the stamp dealer of Shrub Oak, New York) told us about the courageous policy of the publishers of *The Rural New Yorker* (published at 333 West 30th Street, New York 1). That policy should be

better known . . . for it affects mail selling. The *Rural New Yorker* carries many advertisements which can be classified as "mail order." Here is the statement carried on masthead of the publication:

"A SQUARE DEAL"

We believe that every advertisement in this paper is backed by a responsible person. We use every possible precaution and admit the advertising of reliable houses only. But to make doubly sure, we will make good any loss to paid subscribers sustained by trusting any deliberate swindler, irresponsible advertisers or misleading advertisements in our columns, and any such swindler will be publicly exposed. We are also often called upon to adjust differences or mistakes between our subscribers and honest, responsible houses, whether advertisers or not. We willingly use our good offices to this end, but such cases should not be confused with dishonest transactions. We protect subscribers against rogues, but we will not be responsible for the debts of honest bankrupts sanctioned by the courts. Notice of the complaint must be sent to us within one month of the time of the transaction, and to identify it, you should mention THE RURAL NEW YORKER when writing the advertiser.

In other words . . . *The Rural New Yorker* will intercede in any case where there has been deception, fraud, or even misunderstanding, whether the injured party is a subscriber or not, or whether or not the one accused is an advertiser.

That is a real effort to clean up advertising . . . and should receive the commendation of the A. F. A. and the whole advertising fraternity.

The REPORTER has quietly followed this policy for years. We are constantly trying to detect fraud cases in the mail and report them when found to proper authorities. We have often acted as arbiters between mail advertisers and those who felt they didn't get a square deal. We believe that the D. M. A. A. should seriously consider adopting a general policy of spearheading a movement to keep the mails clean and respectable. Make the D. M. A. A. the central clearing house for all complaints. It's worth serious consideration.

IMPORTANCE OF THANK YOU'S

The whole story is told in this report from Dick Mathewson, General Manager, United Nations World, 319 East 44th Street, New York 17.

Dear Henry:

These days my wife keeps saying, "It is just amazing how many good buys I can

(Continued on page 32)

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines.

ADDRESSING

ADDRESSING \$4.50 THOUSAND

No charge for our lists
"SPEEDADDRESS"
48-01 Forty-Second St.,
Long Island City 4, N. Y.

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling
mail order, agent ads.
We show you how.
Martin Advertising Agency
15P East 40th Street New York 16, N. Y.

ART

FREE SAMPLES, READY-TO-USE ART.
Thousands of smart line drawings by
top artists, less than 5c each. Thrifty for
paste-ups. Write for free samples and
current release on approval. H. Volk,
Box 207, Atlantic City, N. J.

EQUIPMENT FOR SALE

DIRECT MAIL ADVERTISERS—Commercial Mailers; Once-In-A-Lifetime Bargain Opportunity. Necr-new Elliott Addressograph, automatic, Power-Feed; One Stencil Cutting Machine, with 150,000 4½ x 2-in. stencils cut with names of farmers and rural mail-order buyers . . . source our own national advertising; 21 all steel cabinets on wheels, containing 1150 Elliott stencil drawers. We want to change over to SPEEDOMAT to make room for printing presses. Sold as a complete unit for less than you would think. Write, wire, telephone CLARK STEPHENS, BELSAW MACHINERY CO., 315 Westport Road, Kansas City 2, Missouri. Phone LOgan 9255.

HELP WANTED—MALE

Experienced Davidson or Multilith operator for Publishing Department of Catholic institution. References required. Box 111, The Reporter, 17 E. 42nd St., New York 17.

MAIL ORDER BUSINESS

I'VE RAISED MILLIONS by direct-mail, made a fortune. \$1 tells you how. F. Lander Moorman, Dept. R. Douglas, Ga.

MAILING LISTS

TWO NEW MAILING LISTS! (Prices include one copy on labels, duplicate on sheets): 6249 LEADING JEWELRY STORES STOCKING GIFTSWARES, ETC. \$19.95; 5024 IND. DRUGGISTS RATED 20M. \$37.50. Both lists may be purchased in small geographical sections. Also write for NEW 1950 CATALOG OF 125 WHOLESALE, RETAIL LISTS. New Outlet Surveys, 33 Union Sq., N. Y. C. (Tel: GR 7-8604).

300,000 name mailing list. 1949 buyers mail order chicks. Available any quantity, by states. Will address your envelopes or furnish on perforated gummed tape. Write Black's Poultry Co., 5305 Holmes Ave., Columbia, S. C. Phone 2-8426.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph. Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

OFFSET PRINTING BUYERS

A complete lithographic and lettershop doing only finest quality black and white and color work seeking increase in sales, offers profit sharing arrangement without investment to a person or an organization controlling volume work for 10x14 and 14x20 presses. Plant facilities include large composition and preparation dept., camera, bindery, lettershop equipment, several multiliths. Present volume \$50,000 yearly. Equipment will handle four times this volume. All replies in strictest confidence. Box 11, The Reporter, 17 East 42nd St., New York 17.

PRINTING & CUTS

1c MAILER & RETURN CARD printed with illustrated headings. 2½M-\$21. Cuts at LOW cost. Box 39, Woodside 15, N. Y.

STENCILS

Quality Letters from NEW Stencils "Plastic-coated" PROCEL stencils make copies so Stygian Black they seem to be almost printed. PROCEL works with any ink, gives maximum legibility, minimum cut outs and type clogging. Let PROCEL improve your letters! Write to Remington Rand, Duplicator Supplies Division, Bridgeport 1, Conn., Dept. R for free information.

make by mail of things I never see in the stores even when I get time to shop—and the people are so nice to deal with."

She feels this way every time she gets a pleasant "Thanks for the order" acknowledgement—like the couple I enclose. These are typical of almost a score of skillful letters acknowledging orders from us for anything from Punch bowls with cups (a tremendous bargain for \$5) to the table tennis sets, books, household furnishings, and a second-hand typewriter.

It has all helped to stretch the limited Mathewson dollars. But I have been chiefly interested in the high calibre of the "thank you" letters, and, in particular, the good way they press for additional business in a way that makes you want to help.

I hope our experience has been typical of millions of other families so that all our good friends in the direct mail industry (most of whom I have been unable to see much of lately) are enjoying a very good seasonal market, and a basic market which will extend through 1950 at least.

And here is one of the letters which Polly Mathewson liked, on letterhead of School Service Bureau, 464 Broad Street, Windsor, Connecticut, signed by Robert W. Hoskins, Director:

Mrs. R. D. Mathewson
1065 Hunter Avenue
Pelham Manor 65, N. Y.

Dear Madam:

Your order for one of our MIDGE-TENNIS sets, with check for \$8.98 enclosed, is appreciated.

Your set is being mailed today, parcel post, insured. I trust that it reaches you promptly and in good condition. When it is put into use, I hope that it provides a lot of fun and recreation.

Recognizing that the best advertising MIDGE-TENNIS can have is to let people see it being played, I shall be glad to extend to you a special discount of 20% on any orders which may result from demonstrations of your set. In other words, if you send in further orders, you may deduct 20% from the list price; or if other people mention your name when sending their orders, I will mail you a check for 20% of each order.

Thanking you for your patronage.

The moral is: Send plenty of "Thank You's" during 1950. It will help make your business better.

RETAIL DIRECT MAIL

Howard P. Abrahams, Manager of the Sales Promotion Division and Visual Merchandising Group of the National Retail Dry Goods Association, 100 West 31st Street, New York 1, has brought out a new NRDGA publication entitled "How to Use Direct Mail Successfully."

This new NRDGA book includes chapters devoted to 1) The amount of direct mail being used, and the advantages of its use by retailers; 2) Direct mail objectives; 3) Building direct mail lists; 4) Determining the type of printing to use in direct mail; 5) Art and typography; 6) How to use photography; 7) Estimating results of direct mail; 8) Typical examples of profit making direct mail pieces.

It should fill a long felt need for specific information on retail direct mail practices. "How To Use Direct Mail Successfully," was written by seven retail authorities on the subject. They include Willard H. Campbell, Schuneman's, Incorporated, St. Paul; James Rotto, The Hecht Company, Washington, D. C.; Salie Wyker, Allied Graphic Arts, New York City; H. Milton Anderson, Russell-Anderson, New York City; W. S. Prentiss, Warsaw & Company, New York City; Natalie W. Baldwin, Sibley, Lindsay & Curr, Rochester, New York and Howard P. Abrahams of the National Retail Dry Goods Association.

"How To Use Direct Mail Successfully" can be obtained from the National Retail Dry Goods Association. Price, \$2.50 to NRDGA members; \$4.00 to non-members.

Incidentally, the Department of Commerce has just released a 38-page booklet by Joseph H. Rhoads entitled "Guide to Government Information on Retailing." Price 15¢ from Supt. of Documents, Government Printing Office, Washington 25, D. C. It's an index to all Government publications dealing in any way with retailing.

LETTERS WE LIKE TO GET

Good Morning, Friend Henry!

When you are counting the congratulations on the super excellent December **Reporter**—please add my congratulations to the list. The December number is another Hoke—"masterpiece."

Always glad to be—

Faithfully yours—Henry

Walter "Doc" Hanson
for Hanson Business Machines Co.
303 Buckeye Building
Cleveland 15, Ohio

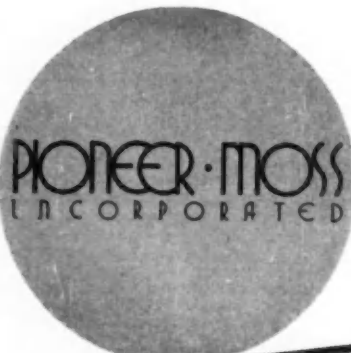
Here's a list of towns with odd names, which with the abbreviations of their states, make interesting combinations:

Ash, Kan.; Carpet, Tex.; Mount, Wash.; Ocho, Ga. Odour, Me.; Skeleton, Ky.; Shoe, Fla.; Kay, O.; Houdy, Miss.; Fiven, Tenn.
From **Time Out**
h.m. Steel City Electric Co.
Pittsburgh 12, Pa.

What good did it do to be grouchy today? Did your sourliness drive any troubles away? Did you cover more ground than you usually do, because of the grouch that you carried with you?

If not, what's the use of a grouch or a frown—if it won't smooth a path, or a grim trouble down? If it doesn't assist you it isn't worth while. So forget your grouch and smile, darn you, smile!

From **Time Out**
h.m. Steel City Electric Co.
Pittsburgh 12, Pa.



PHOTOENGRAVERS SINCE 1872

460 W. 34th ST., N. Y. C.

LONGACRE 4-2640

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE. \$10.00 PER YEAR

ADDRESSING — TRADE

Shapins Typing Service.....65-12 Roosevelt Ave., Woodside, N. Y.

ADDRESSING MACHINES

Rossin Addresser Co.....216 South 4th, Minneapolis, Minn.

ADVERTISING ART

Production Central Art Studios.....199 Broad St., New York 4, N. Y.

AUTOMATIC INSERTING

Frue, Sullivan, Neilhart Assn., Inc., 47-30 33rd St., Long Is. City 1, N. Y.

AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co., 619 N. Carpenter St., Chicago 22, Ill.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Company.....11 Stone St., New York 4, N. Y.

BOOKS

Graphic Books, Inc., 17 East 42nd St., New York 17, N. Y.
McGraw-Hill Book Co., Inc., 330 West 42nd St., New York 18, N. Y.

COMPOSING MACHINES

Ralph C. Cothead Corp., 720 Frelinghuysen Ave., Newark 5, N. J.

COPYWRITER (Free Lance)

Arthur Kleinwald.....230 West 41st St., New York 18, N. Y.

DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc., 325 East 44th St., New York 17, N. Y.
Homer J. Buckley & Associates, Inc., 57 E. Jackson Blvd., Chicago 4, Ill.
Circulation Associates.....1745 Broadway, New York 19, N. Y.
Dickie-Raymond, Inc., 46 Broad Street, Boston 19, Mass.
Duffy & Fabry, Inc., 623 N. Water St., Milwaukee 2, Wis.
McNulty Advertising Agency.....319 W. Washington St., Chicago 6, Ill.
Mailgraph Co., Inc., 39 Water Street, New York 4, N. Y.
Paul Muchnick Advertising.....156 Nassau St., New York 7, N. Y.
Reply-O Products Company.....110 West 22nd St., New York 11, N. Y.
Paul Smullen Advertising.....220 Broadway, New York 7, N. Y.
Teated Sales Producers, Inc., 131 West 13rd St., New York 19, N. Y.
Philip J. Wallace Company.....150 East 34th St., New York 16, N. Y.

DIRECT MAIL TRAINING COURSE

Henry Hoke.....17 East 42nd St., New York 17, N. Y.

ENGRAVERS

Pioneer-Moss, Inc., 469 West 34th St., New York 1, N. Y.

ENVELOPES

American Envelope Mfg. Co., 26 Howard St., New York 13, N. Y.
Atlanta Envelope Company.....Post Office Box 1267, Atlanta 1, Ga.
Atomic Envelope Company.....104 West 17th St., New York 3, N. Y.
Cupples-Hesse Corp., 4175 N. Kingshighway Blvd., St. Louis 18, Mo.
Samuel Cupples Envelope Co., Inc., 360 Furman St., Brooklyn 2, N. Y.
Curtis 1000, Inc., 350 Capitol Ave., Hartford 6, Conn.
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
Massachusetts Envelope Co., 441 Atlantic Ave., Boston 11, Mass.
McGill Paper Products, Inc., 501 Park Ave., Minneapolis 15, Minn.
The Standard Envelope Mfg. Co., 1600 East 26th St., Cleveland 14, Ohio
Tension Envelope Corporation.....345 Hudson St., New York 14, N. Y.
United States Envelope Company.....Springfield 2, Mass.
The Wolf Envelope Company.....1749-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

The Sawdon Company, Inc., 480 Lexington Ave., New York 17, N. Y.

HAND COLORING

Reba Martin, Inc., 145 West 45th St., New York 19, N. Y.

INKS

Interchemical Corporation.....350 Fifth Ave., New York 1, N. Y.

LABEL PASTERS

Potdevin Machine Company.....1281-38th St., Brooklyn 18, N. Y.

LETTER GADGETS

A. Mitchell.....111 West Jackson Blvd., Chicago 4, Ill.

MAIL ADDRESSING STICKERS

Eureka Specialty Printing Co., Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Mailine Service, Inc., 915 Broadway, New York 10, N. Y.
Benart Mail Sales Service, Inc., 228 E. 43rd St., New York 17, N. Y.
Century Letter Co., Inc., 48 East 21st St., New York 10, N. Y.
Mary Ellen Clancy Company.....250 Park Ave., New York 17, N. Y.
A. W. Dick & Co., 24 Adelaide St., W., Toronto 1, Canada

Mailgraph Co., Inc., 39 Water St., New York 4, N. Y.
Mailways.....200 Adelaide St., West, Toronto 1, Ont., Canada
The Rylander Company.....13 S. Wells St., Chicago 6, Ill.
Woodington Mail Adv. Service.....1316 Arch St., Philadelphia 7, P. A.

MAILING LISTS

Advertisers Mailing Service, Inc., 915 Broadway, New York 10, N. Y.
Boat & Equipment News.....224 East 41st St., New York 17, N. Y.
Boyd's City Dispatch, Inc., 114-128 East 23rd St., New York 10, N. Y.
George H. Bryant Co., Inc., 595 Madison Ave., New York 22, N. Y.
D-H Special Bureau.....80 Broad St., Boston 10, Mass.
Direct Mail Promotions.....10 East 43rd St., New York 17, N. Y.
Dunhill List Company.....565 Fifth Ave., New York 17, N. Y.
Faultless Organization.....3439 Michigan Ave., Chicago 16, Ill.
F.....344 Hudson St., New York 14, N. Y.
Fred B. Forrest.....P. O. Box 54, Gravette, Arkansas
Guid Company.....76 Ninth Ave., New York 11, N. Y.
Industrial List Bureau.....45 Astor Place, New York 2, N. Y.
Willa Maddern.....215 Fourth Ave., New York 2, N. Y.
J. L. Monty's Turf Fan Lists.....201 East 46th St., New York 17, N. Y.
Mooney Selective List Service.....38 Newbury St., Boston 16, Mass.
Names Unlimited, Inc., 352 Fourth Avenue, New York 10, N. Y.
New Outlet Surveys.....33 Union Square, New York 5, N. Y.
Official Catholic Directory Lists.....12 Barclay St., New York 5, N. Y.
W. S. Ponton, Inc., 635 Avenue of the Americas, New York 11, N. Y.
Wm. F. Rupert.....90 Fifth Ave., New York 11, N. Y.
James E. True Associates.....47-30 33rd St., Long Is. City 1, N. Y.

MESSENGER SERVICE

Airline Delivery Service.....60 East 42nd St., New York 17, N. Y.

METERED MAIL EQUIPMENT

Pitney-Bowes Inc., Stamford, Conn.

MIMEOGRAPHING

Nassau Letter Service.....154 Nassau St., New York 7, N. Y.

MULTIGRAPHING

Fordham Press, Inc., 2500 Webster Ave., New York 58, N. Y.

OFFSET PRINTING

Advertisers Service Litho Corp., 161 West Harrison St., Chicago 5, Ill.
Bachman Reproduction Service.....250 E. 43rd., New York 17, N. Y.

PAPER MANUFACTURERS

The Champion Paper & Fibre Company.....Hamilton, Ohio
Hammermill Paper Company.....Erie, Pennsylvania
International Paper Company.....220 East 42nd St., New York 17, N. Y.
Rising Paper Company.....Housatonic, Massachusetts

PHOTO RETOUCHING AND ART

Joan Bishop.....506 Walnut St., Elmira, N. Y.

PLATES & STENCILS

Remington Rand, Inc., 2 Main St., Bridgeport 1, Conn.

POSTCARDS

Artvue Post Card Company.....227 Fifth Ave., New York 10, N. Y.

PRINTERS & LITHOGRAPHERS

Advertisers Service Litho Corp., 161 West Harrison St., Chicago 5, Ill.
Brooklyn Press.....325 Adams St., Brooklyn 1, New York
The House of Dial.....50 Irving Place, New York 3, N. Y.
Paradise Printers and Publishers.....Paradise, Pa.
Peerless Lithographing Co., 4305 Diversey Ave., Chicago 39, Ill.
Stecker-Trautman Litho. Corp., 214 N. Goodman St., Rochester 7, N. Y.

PRINTING EQUIPMENT

Harris Seybold Company.....4510 East 71st St., Cleveland 5, Ohio
Rapid Roller Company.....Federal at 26th, Chicago, Ill.

QUANTITY PHOTOGRAPHS

J. J. K. Copy-Art.....165 West 46th St., New York 19, N. Y.

STENCIL CUTTING & ADDRESSING

Phillips Stencil Addressing Service.....5 Beekman St., New York 7, N. Y.

TRADE ASSOCIATIONS

Direct Mail Advertising Assn., 17 East 42nd St., New York 17, N. Y.
Mail Advertising Service Assn., 18652 Fairfield Ave., Detroit 21, Mich.

TYERS

National Bundle Tyer Company.....Blissfield, Michigan

TYPE FACES

American Type Founders Sales Corp., Elizabeth, New Jersey

TYPEWRITERS

Remington Rand, Inc., 315 Fourth Avenue, New York 10, N. Y.

SHORT NOTES DEPARTMENT

(Continued from page 7)

his trucks and tractor-trailer units, an operator can keep a quick, accurate and simple day-by-day check throughout the year on the performance and expenses of his fleet.

The record books are furnished without charge to owners, whether or not they operate Autocars, through the company's 53 factory branches in the United States and through dealer representatives in this country and in South America, Europe and the Near East. The book can also be obtained by writing to the factory in Ardmore.

It's a good way to keep the name of Autocar before drivers and owners every day in the year.

◆ **TOO BAD** . . . Nation's Heritage couldn't continue. It was a great experiment but there were not enough subscribers willing to pay \$150 per year for this bimonthly masterpiece of the Graphic Arts. All first year subs were fulfilled . . . but publisher Forbes announced suspension with the sixth edition.

◆ **CREATIVE ARTISTS**, designers and draftsmen should be able to save time, cut costs and insure accuracy with that new Art-O-Graph image projector, now being manufactured by J. A. Engel, Inc., Minneapolis. See pix. Sharp images of physical objects, photographs, artwork, plans, patterns and color transparencies can be projected. Any copy can be enlarged up to four times and large copy can be reduced to fractions of an inch. It needs no excessive darkening. Only dimming of brightest



light may be required for maximum enlargement. Sounds like a slick idea . . . with many applications in direct mail field. Write J. A. Engel Inc., 624 Syndicate Bldg., Minneapolis 2, Minnesota for complete details.

◆ **THE SILLIEST LETTER** we've seen in a long time was sent to publishers by the General Patent Attorney of Teletype Corporation, Chicago 14 . . . giving a long rambling description of how "Teletype" is a registered trade mark, and must not be used as a common noun, verb or adjective. The conclusion is a lulu . . . "Your cooperation in connection with the matter will be greatly appreciated, and it would be most gratifying if you would give your assurance that every reasonable effort will be made in so far as your activities are concerned that the Trade Mark "Teletype" is respected as a trade mark in its presentation." The legal and advertising departments should get together and decide what sort of strategy is best for building good will.

◆ **SPEAKING OF LAWYERS** and direct mail . . . we've seen the letter sent by attorneys for the Book-of-the-Month Club to people who have started an "of-the-month" operation. Claim is made that Book-of-the-Month has exclusive right to use of this terminology. So far as books are concerned . . . yea. But all the people we've consulted think the generic terminology belongs to everyone. You can have a Fruit-of-the-Month, Plant-of-the-Month, or any other of-the-month without injuring the rights of the Book Club. Lawyers sure try to make business more complicated.

◆ **BRAND NAMES FOUNDATION** is doing a bang-up direct mail job to help put across its program which is designed to promote a better understanding of the part brand names and advertising play in making the good life of America.

President Henry E. Abt (119 West 57th Street, New York 19) sent us copy of latest 11½" x 18", 28-page manual mailed to every daily newspaper in the United States and all the A.B.C. weeklies. (A similar but differently slanted manual was sent previously to all magazine publishers.) Gives samples of advertisements (many available) which publishers can run to encourage purchase of brand name goods and "to make all display copy more valuable to your advertisers". Also layouts and ideas for local cooperative and individual advertising. Included too . . . editorial suggestions.

A good job. Those interested should get a copy for the idea file.

◆ **STIR UP** some correspondence with DeGeorge, Inc. (tailor) of 30 North Michigan Avenue, Chicago 2, Illinois . . . if you want to see some beautiful stationery. Monarch size, double deckle on both letterhead and envelope. The designer must have heard Tom Beck at the Chicago DMAA Conference . . . concerning the advantages of quoting from authority. The flap of the envelope and the bottom of the letterhead contain this quote from Shakespeare: "Let thy raiment be rich not gaudy, for the clothes oft bespeak the man."

◆ **WE SHOULD HAVE** a "Personal Department" in this magazine what with all the changes taking place. But we can't seem to get around to it. Larry Chait, well known Wall Street Journal direct mail promoter and Vice President of New York Hundred Million Club moved January 1st to the job of Advertising Manager for Arthur Wiesenberger & Company, members of New York Stock Exchange, who use tons of SEC approved direct mail. Our old friend John Plank (formerly of Shelby Salesbook Company) was recently made Vice President of Howard Swink Advertising Agency, Marion, Ohio. Another old friend, well known to DMAA conventioners, has moved from Bartlesville, Oklahoma to Cleveland, Ohio . . . John G. Guardiola, formerly with Phillips Petroleum Company is now Director of Public Relations for The Wetherhead Company, 300 East 131st Street, Cleveland 8, Ohio. Harry Porter should put him to work next year's convention promotion. We always like to hear about promotions and changes in the direct mail fraternity.

◆ **BIGGEST CHRISTMAS** message of the past season came from Arnold Kates and his gang at Mailograph Company, Inc., 39 Water Street, New York 4. 36" x 10" x 2" box with a tipped on 19" x 8¼" label and card was delivered by messenger. Inside box a new tangled folding Kan-O-Seal . . . a combination came and seat, which when opened comes in handy for watching parades, golf matches, television, or what have you.

◆ **WHAT ARE YOU** doing with Direct Mail? Is The REPORTER on your mailing list for all your mailings? We search all incoming material for the best ideas to report in Short Notes or other departments of the magazine. You may as well "get in the act."

"HARD-SELLING ADS are the hardest to tailor!"



JAMES M. SECREST
Typographic Art Director
RUTHRAUFF & RYAN, INC.

NOW! DURIUM MAKES POSSIBLE THE RAZOR BLADE YOUR FACE CAN'T FEEL!

Here is the only razor blade made of new DURIUM metal... a marvelous discovery. From thousands of substantial Americans... amazing new DURIUM Silver Star. All agree that Silver Star takes off whiskers absolutely without any feeling of the blade's edge!

"I haven't found one shaving experience in years for me when you change to the new DURIUM Silver Star... the new blades will melt away all sharp and make them even better... but you'll find a razor 'You'll be completely clean and of the whiskers like Silver Star edge!"

"Couldn't believe my own mirror!"
"I've just read of the new DURIUM Silver Star... I've used it and I can tell you that I can't believe my own mirror!"
— Edward D. Brown, Providence, R.I.

"I had to feel my face to know I shaved!"
"When shaving on feeling of the new DURIUM Silver Star... I had to feel my face to know I shaved!"
— John H. Brown, Providence, R.I.

"Didn't know the whiskers were off!"
"I've just read of the new DURIUM Silver Star... I've used it and I can tell you that I can't believe my own mirror!"
— John H. Brown, Providence, R.I.

"IT'S LIKE MAGIC"
"You can't see it but you don't believe it!"
"I've just read of the new DURIUM Silver Star... I've used it and I can tell you that I can't believe my own mirror!"
— John H. Brown, Providence, R.I.

"WHISKERS JUST SEEM TO MELT AWAY!"
"I've just read of the new DURIUM Silver Star... I've used it and I can tell you that I can't believe my own mirror!"
— John H. Brown, Providence, R.I.

"Like a message - not a shave!"
"I've just read of the new DURIUM Silver Star... I've used it and I can tell you that I can't believe my own mirror!"
— John H. Brown, Providence, R.I.

Silver STAR
MADE OF DURIUM
The Razor Blade your face can't feel

5 FOR 25¢

"WE'RE NOT creating art exhibits. We're out to sell goods, and the principles of salesmanship in print are even harder to meet. As in the example shown here, every element has to fight for attention, all must be balanced in their relative importance, and differentiation can't be allowed to lead to incongruity. That takes some doing, and, if it weren't for the wealth of ATF's excellent, hard-hitting types, I don't know how we'd manage it. I'm constantly specifying readable, adaptable ATF type faces."

Write us on your letter-head and we will put your name on our mailing list to receive Type Specimen folders and other material on type and ideas for its effective, attractive use.

American Type Founders

Branches in Principal Cities



200 Elmora Avenue,
Elizabeth B, New Jersey



bring your layouts to life...print on
INTERNATIONAL HUDSON GLOSS

The story is out, and it's on International's HUDSON GLOSS! The fine performance—on flat-bed or rotary presses, with single or multiple-color printing. The versatility—for booklets, broadsides, house organs, all sorts of advertising literature. And the value—here's a real buy in a process-coated book paper for letterpress printing! International Paper Company,
220 East 42nd Street, New York 17, N. Y.



INTERNATIONAL PAPERS
for Printing and Converting